



MARKTHALLE Basel

The landmark of the city built in the 1930ies is up for the security of its customers and provides added value to its shop and store owners with integrated video analytics.

„Due to NETAVIS people counting we could underpin strategic decisions with facts.“

STEFAN STAY
TECHNICAL FACILITY MANAGER
MARKTHALLE BASEL

Challenge

The new market hall Basel, Switzerland with its historical dome and surrounding buildings reopened its doors after a period of renovation and modernisation. Numerous shops, catering, and office space attract a lot of people daily. As the market hall also serves as event venue, security is most important to the operating company. This should also include the reliable surveillance of delivery and storage areas, engineering rooms and parking spaces. With such a wide range of camera locations, it is crucial to make sure cameras operate as intended and are not manipulated unnoticed.



The event venue is officially restricted to a certain number of guests. This makes an accurate counting method of visitors obligatory; also stores and shops are highly interested in valid counting methods to measure their efficiency. The video manage-

ment system should be able to integrate such a solution seamlessly.

Another requirement was to implement a cost efficient hardware solution in the administrative area of the operating company with easy maintenance and standard IT hardware.

Solution

René Koch AG introduced the professional IP-video management solution governed by NETAVIS Observer 4. Currently, 36 IP video cameras are operated in the above mentioned areas. The seamlessly integrated video analytics module iCAT provides an advanced, self learning camera sabotage detection algorithm. It results in a high sensitivity as well as noise robustness.

Twelve of the cameras are placed at the entrances especially for people counting. The feature SmartTripwire of iCAT video analytics is directional and only counts objects that have been detected in the detec-

tion area first and move across afterwards. Thus, the technology prevents duplicate and incorrect counting and enables reliable monitoring of entering and leaving individuals with the same camera.

Benefit

Markthalle Basel has now a future proof IP-video surveillance solution with ready to use video analytics included, not only security requirements are met, also an added value is created. NETAVIS iCAT people counting outperforms conventional counting systems like infrared and others easily, so far accepted error ratios are things of the past and official event guest restrictions can be respected at any time.

The feature dual stream video analytics provides outstandingly efficient server performance. The video material is analysed on only one single central server with hardware RAID. This provides the best overview of the situation for the management with low hardware investment.



SECTOR:	Retail
LOCATION:	Basel, Switzerland
PARTNER:	René Koch AG
SOFTWARE VERSION:	NETAVIS Observer 4, eXtended Edition
SPECIAL FEATURES:	iCAT People Counting, iCAT Sabotage Detection
TECHNICAL DETAILS:	Currently 36 IP video cameras Central client-on-server installation