

# PROJECT BRIEF

HD SURVEILLANCE - WIRELESS TRANSMISSION

MOBILE MONITORING - MANAGED SERVICES

High  
Definition  
wireless  
video  
surveillance



## NORTHRIDGE COOPERATIVE HOMES

Northridge Cooperative Homes is a \$55 million non-profit corporation is located in Bayview-Hunters Point in San Francisco, next to the decommissioned Hunters Point naval shipyard and around some of San Francisco's rougher neighbourhoods.

After the completion of the community remodelling project, property management were busy maintaining the grounds for current and prospective home owners - what they weren't prepared for were the vandalism and illegal activities occurring on the property.

They needed a surveillance system in place and fast. With budgets stretched thin, the video surveillance system NCH needed was being forced into some very tight constraints.

Northridge was delighted to receive a Grant from the U.S. Department of Housing and Urban Development (HUD) as part of its 20 million dollars in Safe Neighbourhood Grants, designed to foster community wide solutions to crime, violence and illegal drug activity, and target areas in and around federally subsidized, low-income housing.

That's when they appointed the expertise of Applied Video Solutions to complete a full site survey, needs assessment and design a tailor-made video management solution tackling the challenges and dealing with the specific issues of the site.

***"HUD is cracking down on crime in assisted housing developments and making it clear that the time when drug dealers could terrorize a community is at an end."***

Kevin Marchman, HUD Assistant Secretary

### Northridge Cooperative Homes

San Francisco. California

#### Goals

- Establishing safer grounds for the community
- Reducing crime, violence, and illegal drug activity
- Coverage of every vehicle entry point
- Capture vehicle license plates numbers and occupants inside
- Be able to control the cameras view

#### Challenges

- Large and open site area
- Low light conditions
- Extreme variances in topography
- High importance on aesthetics
- No clear line-of-sight
- Lack of hard wired infrastructure
- High RF interference from fishing and transportation communication systems

#### Results

- All major street entrances and exits are secured throughout the property
- Surveillance cameras serve as deterrent while having minimal impact on the site's appearance
- Video footage enables property managers to investigate various incidents and promote accountability
- User friendly system allows on-site and off-site personnel to review and save video easily
- Property owners, managers and tenants have a peace of mind day and night

#### Partners

- Hutespot Wireless Networks
- Exacq Technologies
- AXIS Communications

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## CHALLENGES & PROJECT GOALS

Northridge is a large open site and with the absence of any secure perimeter presents substantial opportunity for such issues as trespassing and illegal dumping. With only street lighting in place resulted in low light conditions at nights when most incidents happen.

Extreme variances in topography and lack of clear lines of site were an obstacle for the wireless system design and played a key part in the selection of technology for the Northridge solution - many mature trees dotted the landscape, making it difficult to establish clear line-of-sight for the wireless shots, and owing to the proximity of the bay, fishing and transportation vessels generated high RF interference from their radar and communication systems.

As a newly remodeled complex there was a very high importance placed on preserving the aesthetics and using cameras which were not only robust but low profile and intelligently located around the site to not only gain visibility of the crucial areas but be subtle in their placement.

There was a lack of existing infrastructure at the property which led to the decision to move away from hard wire to focus on wireless technology.

## PROFESSIONAL SYSTEM DESIGN SERVICES

Applied Video Solution were appointed to provide a full security and system needs analysis at the property, analysing the security risks and solutions. This provided a good understanding of what to control, the question then became given the challenges of the site, what technology to utilise to deliver the desired outcomes. Following significant testing, AXIS (cameras), Exacq (video management platform) and Hautspot (wireless) were selected.

*"In the most demanding wireless IP surveillance applications, we rely on Applied Video Solutions for their expertise, system design, installation and support"*

Bob Ehlers, CEO, Hautspot Networks

**Applied Video Solutions** is a provider of managed security, loss prevention and business intelligence solutions utilizing best in class video and integrated technologies.

Through understanding our customers' goals and requirements we are able to design, implement and manage solutions that serve the needs of our Client organizations and their respective industries.

Our long term commitment is focussed on providing solutions that protect people, property, assets and drive business improvement like never before through a comprehensive range of services that go hand in hand with systems and technology.



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Clarity &  
Security -  
Day & Night

**AXIS**  
COMMUNICATIONS



**exacq**  
Technologies



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## RESULTS

These challenges were met and overcome due to the combination of Applied Video's design experience and the performance of hand picked technology; AXIS cameras chosen for low light conditions and the fact that they are compact and have a low profile look on site; Exacq Video Management Software as a robust search and retrieval platform, and; Hutespot Wireless Networks as a versatile outdoor wireless device allowing for tricky antenna alignments and restrictive mounting scenarios to be achieved.

The installation complete, the property owners and managers have peace of mind both day and night with accessibility to video from anywhere via laptop, i-Pad or Smart Phone and instant alerts for exceptional scenarios such as motion in a space where there should be none. User friendly, the system can be accessed, viewed live, archive search and video saved very easily.

All major street entrances and exits are secured throughout the property with the cameras serving as a deterrent whilst having minimal impact upon the community appearance and video footage enabling property managers to investigate various incidents and promote accountability.

With reduced crime and incidents, the community becomes a far safer and pleasant environment, more desirable and therefore enhances the value to the property owner.

During the analysis it was calculated the ongoing operating costs of a 'staffed' guard service would be significant and that the project installation cost would be paid for inside 6 to 9 months with the long term return on investment over a 5 year period being in excess of \$1M.

***We completed analysis guards versus technology and we expect that our investment decision in technology will in fact pay for itself within 6 to 9 months and at the same time far more efficient than its human counterpart"***

Kevin Bar, Site Administrator

**Applied Video Solutions** selects only best in breed technologies and technology partners and we believe that Hutespot Networks is our complete solution for wireless projects that we undertake on behalf of our Clients.

We worked very closely with Hutespot on this project and greatly valued their expertise and comprehension of how wireless should be a fundamental element of the overall video management system design and not an afterthought.

Hutespot Networks continue to be a valued partner to our business and where other products fall short of their claims, Hutespot delivers with unparalleled performance.

**HAUTESPOT**<sup>®</sup>  
Networks

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accessible  
from anywhere  
- 24/7**



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