

Case Study: Hospitality Industry

Client: Kimpton Hotel Group
(Sir Francis Drake Hotel)

Location: San Francisco, CA

Number of Cameras: 16



❖ Customer

The Kimpton Hotel Group operates several specialty boutique hotels throughout the country. In San Francisco, they have installed a 16-camera 3VR intelligent video management system in the iconic Sir Francis Drake Hotel, located in the city's popular Union Square.

❖ Challenge

Before installing 3VR's Intelligent Video Management System (IVMS), the Sir Francis Drake's security system consisted of a handful of analog cameras and a VCR-based video management system. With a limited staff and an ineffective system, security at the hotel had become reactive - when a security event occurred, investigators had to sit through hours and hours of tape to find what they needed, and in the end rarely found it. Like all hotels, management at the Drake were concerned with guest safety, theft, and employee accountability. The hotel routinely had linens and office equipment stolen from the back of the house, and wanted a way to keep track of people coming and going from the building without making guests feel watched or trapped.



3VR Solution and Benefits

With 3VR, the hotel has virtually added security staff without having to hire new employees. The system is programmed to watch for activity in restricted areas and alert management when and if it occurs, and 3VR's facial recognition functionality makes it possible to automatically check all faces that enter and exit the hotel against a watchlist of known suspects. The system's facial recognition also helps keep employees accountable, as managers can track their activity throughout the day.

When and if a security event does occur, investigators can search through weeks and months of video in seconds to quickly find what they need. The images and video produced and stored by the 3VR system are also of much higher quality than what the VCR system was producing, which gives investigators much more reliable evidence to work with.

In Brief

Customer The Kimpton Group (Sir Francis Drake Hotel), San Francisco

Cameras 16

Challenge

- Small staff
- Outdated VCR system
- No intelligent search or alert functionality
- Time-consuming, costly investigations
- No way to monitor employees

3VR Solution and Benefits

- Automated alerts
- Face recognition makes it easy to identify and track
- Search function cuts investigate time by factor of 10
- User interface makes training simple
- Intelligent functionality maximizes effectiveness of small staff

Result

- 10 employees caught and terminated
- Thief caught stealing thousands of dollars worth of linens and arrested

Future

- Deploy on more cameras and upgrade software
- Install in other Kimpton Group hotels

...Continued...

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Sir Francis Drake

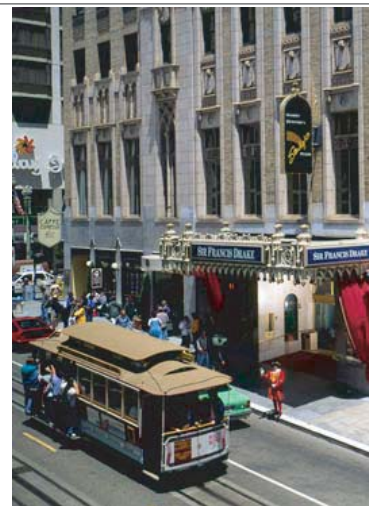
❖ Result

In a recent interview with the New York Times, management at the Sir Francis Drake disclosed the following story - Management had been suspicious for weeks. A houseman on the graveyard shift was not the most productive worker, and trying to reach him on his walkie-talkie was usually a lost cause. So when the employee could not be found one summer night, his supervisors went to their 3VR video surveillance system. With a couple of mouse clicks, managers instantly combed through hours of videotape taken that night by the hotel's 16 cameras, and found every place he had been—including the back entrance he slipped out of, three hours into his shift. He became 1 of 10 employees dismissed from the hotel since 3VR's surveillance package was installed last June.

In addition to making employees accountable, guest and property security has been greatly improved at the Sir Francis Drake. Most recently, management used the system to find a thief who had been stealing thousands of dollars' worth of linens from one of the hotel's maintenance rooms.

❖ Future

The Sir Francis Drake plans to add more cameras to their system, and install a software upgrade to add new functionality. Due to the success of the system at the Drake, The Kimpton Group is considering a plan to install 3VR systems in other group hotels located all over the country.



About 3VR Security

3VR Security, Inc. are the creators of the award-winning 3VR Intelligent Video Management System (IVMS), an enterprise security solution that enables instant searches of real-time video, proactive monitoring of physical infrastructure and increased staff productivity. Backed by leading venture investors (Kleiner Perkins and VantagePoint) as well as the U.S. government's intelligence investment arm In-Q-Tel, 3VR Security is the first company to integrate facial biometrics, motion & object analytics and advanced video recording in one system to provide the complete range of analysis required by today's security professionals. A single, affordable appliance that supports industry standard hardware and storage options, the 3VR IVMS has been recognized as the best digital video surveillance system by the Security Industry Association and Frost & Sullivan. In addition to a variety of government installations, 3VR's IVMS is the first such product to gain real traction in the commercial market; the system is deployed at several Fortune 500 companies, world-renowned hotels, and top national banks.

For more information, please visit www.3VR.com

