

Case Study: Hospitality Industry

Client: The Talbott Hotel

Location: Chicago, IL

Number of Cameras: 48



❖ Customer

The Talbott is a popular boutique hotel located just off Michigan Avenue in Chicago. In 2001, the hotel made the shift from analog to digital surveillance systems, eventually installing 48 cameras to monitor the hotel's 16 stories of guest rooms, suites, common areas, and meeting rooms. Like many hotels, the Talbott has a limited number of dedicated security personnel. Their wish was for the security system to act as another layer of protection, a second set of eyes.

❖ Challenge

Though the shift from analog to digital was a necessary evolution, Talbott managers were disappointed when alerting and intelligent search features that DVR companies promised early on never materialized. In addition their DVR system was complicated and not intuitive, which made training a time-consuming necessity. Crimes went unsolved, employee misbehavior went unchecked, and managers felt the need to look for a new solution.

❖ 3VR Solution and Benefits

Many of the promises made when Talbott managers were first researching DVR surveillance equipment in 2001 (especially alerting functionality and intelligent search options) are still not available on the brand/platform they replaced with 3VR. After viewing the system in action, General Manager Troy Strand concluded that all of the capabilities they'd expected from their old system (automatic alerts, intuitive user interface, intelligent search) were available on 3VR's Intelligent Video Management System (IVMS), with the addition of several new capabilities like facial recognition and motion analytics that further strengthened the hotel's security.

The 3VR system's video-based alarms alert staff to activities in areas where it is not expected. This allows the Talbott to monitor many more areas without adding staff. With 3VR's facial recognition function, long after Talbott staff forget what a face looks like, or as time goes on and employees change, the system will still be constantly checking every face it sees against those faces that have associated alarms. In addition to its advanced capabilities, Talbott managers found training on the 3VR system simple and easy. Many hotel employees who were given access to the system, understood and used it without any training at all.

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In Brief

Customer The Talbot Hotel, Chicago

Cameras 48

Challenge

- Small staff
- No alert functionality with DVR
- No intelligent search functionality
- Time-consuming, costly investigations
- Complicated, ineffective training

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

Result

- Thief caught and arrested within an hour
- Security greatly improved without hiring more staff

Future

- Deploy upgraded software to more cameras

"We lived with the limitations of our previous DVR because we could find no better alternative. The 3VR system was designed from the ground up to remove the limitations of current generation DVR surveillance systems. It's catch up time for all other digital surveillance systems."

- Troy Strand, General Manager, The Talbott Hotel

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THE
TALBOTT
HOTEL

❖ Result

The Talbott now has 48 digital eyes, 48 cameras that don't call in sick, don't require breaks and are always in the place they expect them - they don't even blink. Certainly a digital surveillance system can't eliminate the need for security personnel, but according to General Manager Troy Strand, the 3VR system is the best tool available to enhance the security team. Within days of the installation of the 3VR system, Talbott staff were able to fully capture an incident that led to an arrest within an hour of the incident. The Police officers were impressed that they were able to see multiple views from several different cameras instantly. Strand describes the 3VR search tool as light years away from any other digital system tested by the Talbott staff.



❖ Future

Shortly after installation, The Talbott Hotel invited the Chicago Police Department Liaison to the Hotel Security Departments, to see the 3VR system. He was so impressed with the system that he introduced it to the entire hotel security community. At a recent meeting, the Talbott's 3VR security system was the primary focus. It appears there are no other systems available to hotels with the horsepower to display full motion 30fps video, and provide the facial recognition functionality the Talbott's staff have come to depend on in the short time the system has been installed.



In 2006, the Talbott will increase the number of cameras connected to their 3VR system, and install a software upgrade that provides additional functionality.

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

