

## Editorial for Professional Security Retail Supplement

---

Anne Summers have joined the growing ranks of retailers that are capitalizing on the benefits of the digital revolution.

Digital video recorders from Videoswitch have been installed at Ann Summers outlets including a flagship store at the Trafford Centre, Manchester.

The project marks Ann Summers' migration from analogue VCR recording part of the motivation for which was a requirement to monitor in-store activity from remote locations. The remote dial-up functionality of the digital video recorder was a major consideration at the specification stage.

The CCTV systems were designed and installed by Gloucester-based Fasit Security.

Kristie Bendall, Managing Director of Fasit, said: "Ann Summers' loss prevention team were impressed by how easy it is to transfer video evidence onto a CD via the DVR's built in CD burner. Service issues were also a consideration and the fact that the Videoswitch DVRs have removable hard drives that can be upgraded or replaced on site was a major advantage."

Fasit are specialists in shrinkage solutions for the retail sector and have developed expertise in CCTV, tagging, product and point-of-sale protection. The company operates nationwide and is independently owned and financed a factor which says Kristie Bendall ensures its objectivity when selecting suppliers.

In addition to the Manchester outlet, Ann Summers stores at Gateshead, Taunton, Limerick and Wimbledon are also using the Videoswitch DVRs.

Ann Summers is UK's number one pleasure retailer and ranked as one of the most successful private companies in the country. There are 122 UK stores plus stores in Ireland, the Channel Islands and Spain.

Roland Simmons, Managing Director of Videoswitch said: "In the last twelve months we have seen acceleration in the number of retailers that have or are considering switching to digital video recording. This is perhaps not surprising in view of the benefits that DVRs offer over analogue video recorders.

When digital video recording first become available there was an understandable reluctance among end-users, specifiers, consultants and installers alike to seriously consider DVRs as an alternative to conventional

analogue VCRs. This was mainly due to the fact that the cost/ performance ratio of DVRs was poor. - The first generation machines had limited storage capacity.

The turning point has been the introduction of high capacity hard drives e.g. our top of the range DVR, the Vi 600, offers 1.5 Terabytes of on board recording capacity. Continuous 31 day recording at 25 pictures per second with 22kbyte high quality images is now a reality.

Objections as to the reliability of evidence recorded on DVRs have also been overcome and it should also be appreciated that the growth in demand for the recording of video images is not just for security applications. Increasingly end-users are seeing the benefits of using CCTV to record and store video images for management information and health & safety reasons.”