

Internet Camera



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John Gharineh
President of Tele-Express Business Sys Inc.

Challenge

To create a video surveillance system capable of providing general security and event verification for the restaurant's public areas.

Solution

A surveillance system comprised of 15 TRENDnet Power over Ethernet Internet Cameras networked to a TRENDnet Power over Ethernet Web Smart switch, providing 24-hour security surveillance and motion detection support.



ProView PoE Internet Camera
TV-IP512P



SecurView PoE Dome Internet Camera
TV-IP252P



24-Port 10/100Mbps Web Smart PoE Switch with 4 Gigabit Ports and 2 Mini-GBIC Slots
TPE-224WS

TRENDnet Keeps the Dough Rolling at Round Table Pizza

The Challenge

Round Table Pizza was founded in Menlo Park, a quaint California suburb, in 1959. It remains a privately held company with headquarters in Concord, California. Known for making 'The last honest pizza', the company specializes in making homemade style pizzas in a family friendly environment. Round Table has expanded to over 500 franchise and company-owned stores throughout the western United States, with total revenues in excess of US \$400 million.

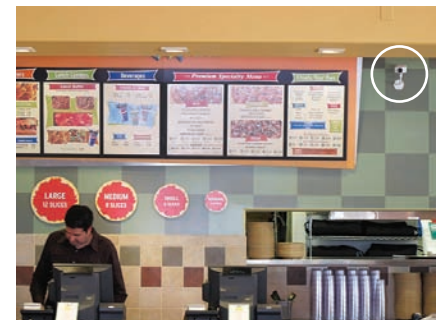
In 2009, their Lake Forest, California, restaurant expanded from a take-out facility to a full service dine-in eatery including an all you can eat pasta, salad, and dessert buffet. Shortly following the Lake Forest expansion, Round Table determined the need for a video surveillance system that would provide general surveillance security for employees and guests, video records of disputed incidents, and remote access to video feeds for a their centralized security team.



Tele Express Business Systems Inc., had an existing working relationship with Round Table Pizza. As their name suggests, Tele Express specialized in the installation of telephone systems for retail and small to medium size business (SMB) clients. Over the past five years, the company received requests to install Internet cameras along with telephone systems. As with many other

Value Added Resellers (VARs), the company assimilated converging Internet camera solutions into their service portfolio.

In 2010, the company prepared two different Internet camera brand proposals for the Round Table Pizza project. While the



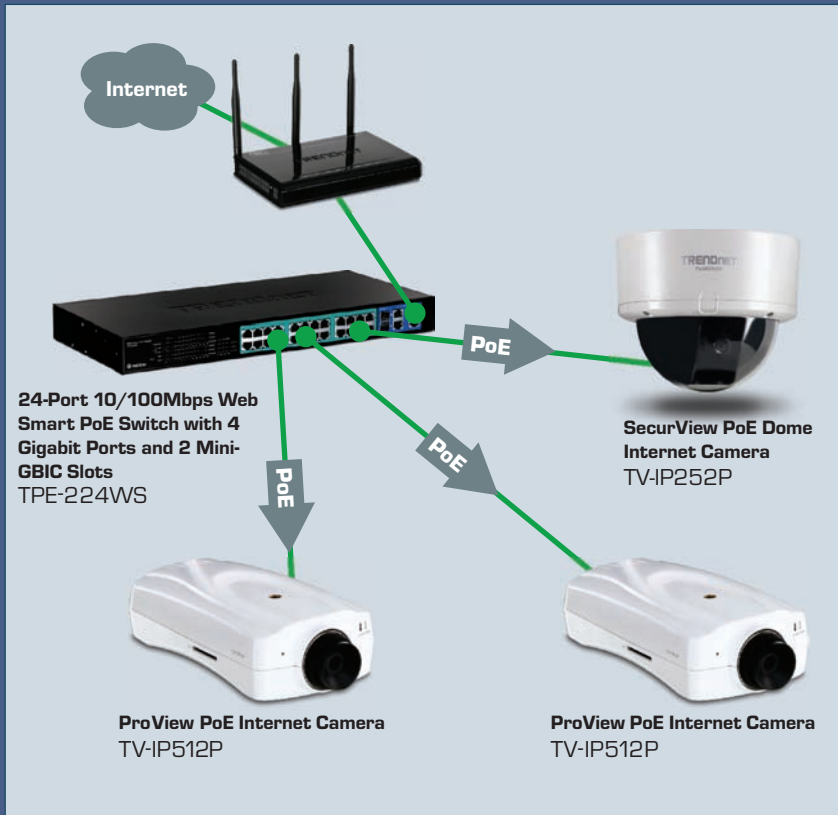
product quality and features of the two competing brands were comparable, the bottom line cost for the TRENDnet Internet camera solution was 60% lower than that of its competing proposal. Round Table opted to proceed with the TRENDnet installation based on comparable feature sets and a lower project cost.

The Solution

Tele Express sourced third party software to manage TRENDnet Internet cameras from its corporate headquarters. A Power over Ethernet or PoE camera installation was proposed to reduce installation time and related installation costs. PoE technology sends both power and data over a single Ethernet cable to a networked device. This eliminates the need to install Internet cameras near an electrical outlet or to extend electrical outlets to remote camera locations.

A TRENDnet 24-Port 10/100Mbps Web Smart PoE Switch with 4 Gigabit Ports and 2 Mini-GBIC Slots, model TPE-224WS, was installed in the manager's office. This PoE

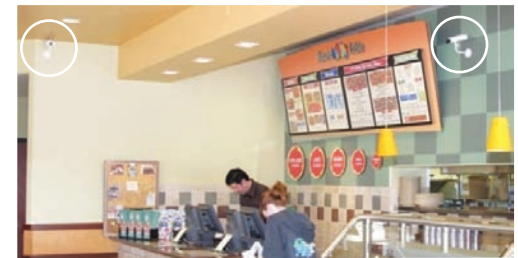
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switch connects remote management software to the cameras while also powering them. From the TPE-224WS switch, 15 Category 5e Ethernet cables were installed above the restaurant's drop down ceiling to each respective camera location. This installation method, combined with the off white camera housing, produced a clean look that blends with the stylish interior design.

Key areas such as entry points, registers, the buffet, the kitchen, and customer dining zones were outfitted with 13 ProView PoE Internet Cameras, model TV-IP512P. Two SecurView PoE Dome Internet Cameras, model TV-IP252P, provide aerial views of cashier and dining areas.

Security personnel at Round Table Pizza headquarters are able to access, view, and manage the cameras in real time. Select cameras are programmed to continuously record during operating hours. Concurrently, all cameras will also



record 24 hours a day when motion is detected, thereby saving valuable disc space.

The entire installation process was completed in two days with 13 hours of total installation time. Tele Express experienced no technical glitches during the installation, and it created no disruption to the daily operations of the establishment.

The Result

"TRENDnet's PoE installation was the ideal solution for this project; the brand offered all the advanced features and reliability of competing products, at a significantly lower price point. The cameras were easily installed without disruption to the normal flow of business. Their ease of use was ideal for this location, as no training was required for employees to manage the cameras. The only drawback was that TRENDnet's camera lenses did not meet the desired specification. This issue was easily fixed by simply swapping the existing lenses with auto-focus lenses. Overall Round Table Pizza was extremely happy with the results and we will continue to recommend TRENDnet products for future projects."

John Gharineh
President
Tele-Express Business Sys Inc.

