

PELCO CAMERAS KEEP WATCH OVER

# ARDEN FAIR MALL

By Denise S. Diesler, Marketing Communications Writer





Located just minutes from downtown Sacramento and the California State Capitol, Arden Fair Mall is the premier shopping destination in an area that serves more than one million residents.



The mall facility, managed by Macerich – one of the largest owners, operators and developers of major retail properties throughout the country – spans 1.2 million square feet on close to 75 acres. With so much ground to cover, mall management knew it was crucial that security be beefed up from the mall’s previous coverage of just a few fixed cameras and a VHS tape deck.

#### PELCO’S GOT IT COVERED

“The difference between our old system and the new one is like night and day,” said Steve Reed, Security & Guest Services Manager. “We only had 19 cameras compared to the 128 cameras we have now, and the quality of the images is excellent. We wanted something that would be able to monitor mall property while helping shoppers feel safe, and we are very pleased with how the system has turned out.”

System integrator, Jim Williams of CIS Security/HBE in Washington, DC, said that CIS does all of Macerich’s properties across the country, including the Arden Fair Mall. “They were having significant problems throughout the property with their older-

based system, so we put in a completely new infrastructure, installing Spectra IV Dome Systems, DX8116 Digital Video Recorders, Pelco LCD monitors and a System 9770 Video Matrix.

“I selected Pelco products because I’ve been dealing with Pelco for years, and I always get phenomenal customer support,” Williams continued. “Pelco has quality products and everyone is a team player.”

With most of the mall’s square footage now covered with this new state-of-the-art video security system, little is left to chance.

“The old VHS system wasn’t digital, of course,” Reed said. “Now we can find and select any video clip almost instantaneously

and get it to the police if necessary. We also have close to 100-percent coverage now, including the parking lots, the exterior and interior of the mall, including the back service corridors behind the shops.”

The ability to capture slip-and-fall incidents was an added benefit for the risk management aspect of their business. “We have positioned our cameras in locations that are more conducive to capturing an accident as it’s happening, such as at escalators. We have cameras at every key location, including in hallways near drinking fountains where there’s a chance of water spilling,” Reed said. “Obviously the new system has enhanced the visual backup, which can preclude liability and show when and how something happened. It’s working out great.”



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Although not installed in response to a particular incident, Reed indicated that since completion of the Pelco video security system in April 2007, the mall has definitely seen a drop in security-related incidents. "What I didn't realize was the impact it would have on crime prevention and also how it enhances prosecution."

#### INSTANT SUCCESS

"Compared to the same period from last year, incidents have been cut in half. In the past, two-thirds of the incidents were on the exterior, where we didn't have coverage," Reed said. "It's important that people know what we have in the way of security. Before the new system, there were those who took advantage of what we didn't have."

Reed said that multiple people are also now able to keep a watch over situations as they happen. "Not only from the dispatch center, but also in the security office. We have four sets of eyes looking at the cameras, up from one set. It's quadrupled."

According to Reed, most criminal activity caught on camera has led to prosecution. "The quality of the images is so good, they just plead guilty. Of the incidences we give to the police, we're running a 90% success rate."

One recent incident involved a woman at the mall who got distracted at an ATM machine and left her card behind. A man saw her leave, pulled out some money and tossed the card. "He thought he had gotten away

with it," Reed said. "The image was so clear that we could see him put the money in his pocket and throw the card in the trash."

Sergeant Matt Young, Public Information Officer with the Sacramento Police Dept. said, "Systems like this one are extremely effective in combating criminal activity within a public environment. The Arden Fair Mall security staff, along with their high-tech surveillance system, has been instrumental in the apprehension and successful conviction of numerous offenders."

"I've always been a believer that Pelco has the best systems around," Reed said. "And the consultant we hired also felt this way. It's a superior product."