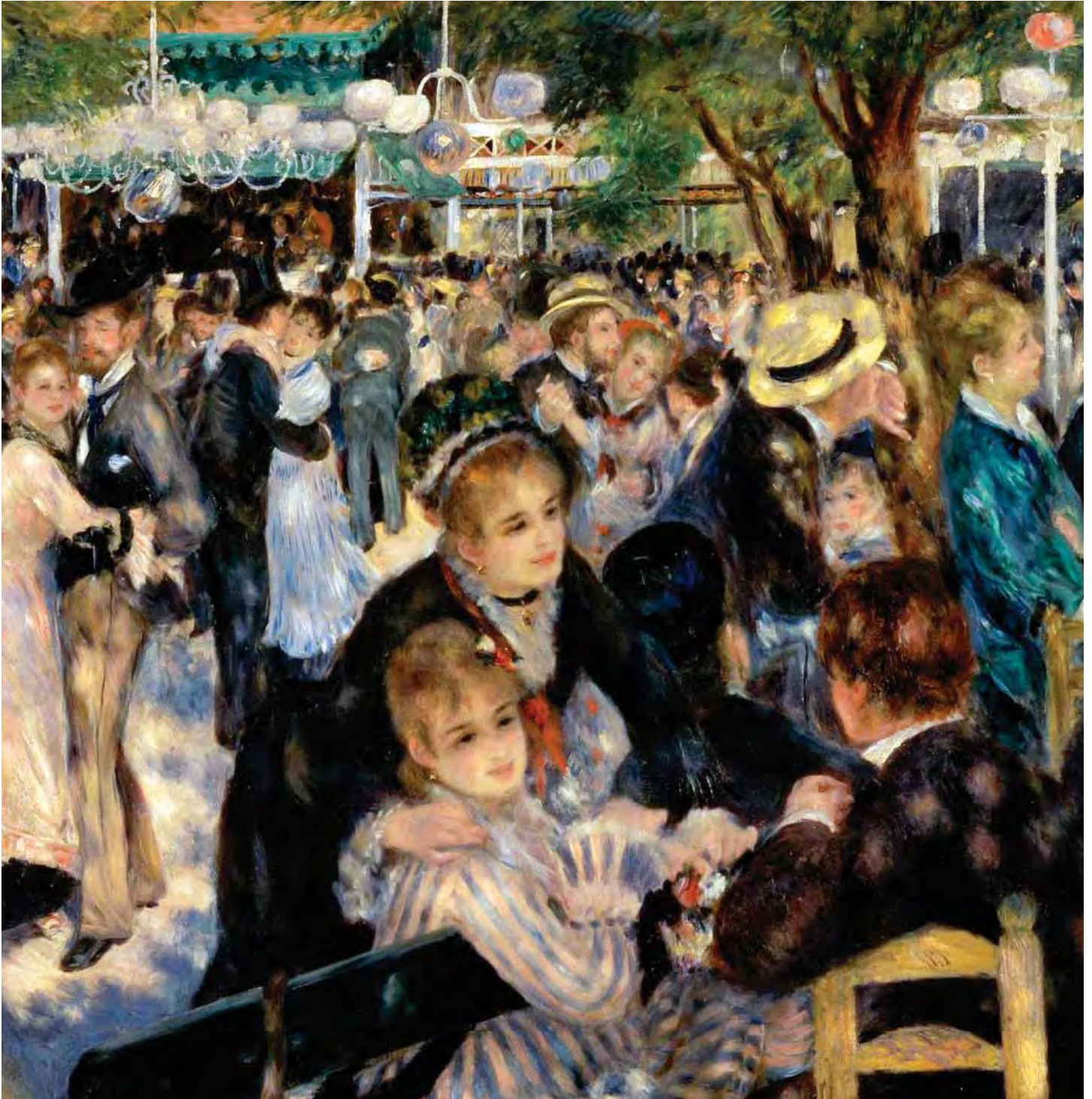


# The Art of Security

Sotheby's Valuable Works Protected by Pelco

BY DENISE S. DIESER, MARKETING COMMUNICATIONS WRITER



Sotheby's is the oldest international fine art auctioneer in the world, where the auction of multi-million-dollar works of art creates as much excitement as celebrity sales. Numerous high-profile celebrity auctions have included the collections of Jacqueline Kennedy Onassis, the Duke and Duchess of Windsor, and Katharine Hepburn. And in 2007, the worldwide headquarters in New York held an array of exciting sales with property that spanned the centuries. The Magna Carta sold for more than \$21 million, and the Guennol Lioness brought more than \$57 million, a record for an antiquity and sculpture at auction.

Founded in London in 1744, Sotheby's offices are now located in 40 countries throughout the world. The scope and scale of this well-known auction house has grown considerably since its early beginnings, and only in the last century has it expanded from book auctions to cover all areas of the fine and decorative arts.

OPPOSITE: Pierre-Auguste Renoir's *Le Bal au Moulin de la Galette* sold for \$78.1 million in 1990.  
BELOW: Sotheby's New York, Contemporary Art Evening Auction, November 2007.



## Protection Is Priority



Today Sotheby's continues to maintain precious art, jewelry and priceless artifacts from around the world. From Picasso paintings to diamonds worth millions, it is Sotheby's number one priority to protect all property entrusted to them. These works of art and treasures are the property of the individuals who have put their trust in having their valuables protected and brought to auction. And since protection of these assets is the top priority, Sotheby's in New York selected a Pelco system for the job.

"Since the value of what is being protected is usually in the range of millions of dollars, we installed a state-of-the-art video security system to help ensure that these items are well protected. This video system is maintained 24/7, 365-days-a-year by our security personnel, who were trained by Pelco in New York," said Gary Adkins, CCTV/Alarm Manager, Sotheby's Security.

"The advantage of going with Pelco is better, more reliable products and great customer support for both the integrator and the end user," said Marvin Schnapper, President and CEO of system integrator MSI Security Systems, Inc. of New Jersey.

“ Our new system is working tremendously. We've been able to use the DX8100s instead of using security guards to protect the high-value art. ”

Schnapper said they worked closely with the customer to determine their needs and then matched those needs to the best

available products, which was a combination of new and replacement/upgraded equipment.

"We took their existing system and rehabilitated it into a state-of-the-art showplace. Sotheby's is a leading company in an industry that has a lot of room for growth, and MSI was very happy to have the opportunity to work with Don McVicker (Sotheby's VP Director of Security) and his staff on this project," Schnapper said.

At just 3 1/2" high, the precious Guennol Lioness sculpture brought a record \$57 million.



The system consists of 256 cameras positioned throughout the exhibition galleries and elsewhere, including numerous Pelco Spectra positioning camera systems and fixed cameras. The system also consists of a Pelco 9760 Matrix Switch, DX8100 DVRs, and Pelco Multiviewers. Adkins said that the matrix switch was actually part of their previous system. “We scuttled the previous system and kept the console shell.”

## Additional Capabilities And Expansion

“Our new system is working tremendously. We’ve been able to use the DX8100s instead of using security guards to protect the high-value art,” Adkins said.

“How we do this is by utilizing the DVRs to create a motion grid around a particular piece of art and using a relay to trigger a siren to alert the control personnel that something has broken the motion. By using this feature, we are able to save considerable expense without giving up the ability to maintain security,” Adkins said. “I am also very impressed with the Pelco Multiviewer’s ability to enhance the picture quality.”

Adkins mentioned a problem with one aspect of the installation since the system upgrade, which was a shaking motion transmitted by some of the fixed cameras. The installer tried numerous products to try and remove the shaking, but with no luck.

“I believe that replacing those other fixed cameras with Pelco fixed cameras took care of the problem. The reason I say this is because I have replaced two of them and they are now working fine,” Adkins said.

Sotheby’s has also expanded the system so they can view live video via their IT network from offices in various locations throughout the US and in Canada. “Soon, we will also have the capability to view locations in Europe. We are looking to take our control room global and have the New York control room act as the hub for any disaster recovery and as the monitoring station for our over seas locations.”

## Customer Service Is Key

“We have a tremendous working relationship with our dealer/integrator, MSI, and have been dealing with them for 20-plus years. We have a very good relationship with our installers, especially James Ashby, Mike King and Joe Fucille (Director of Engineering and designer of the security console). These gentlemen go out of their way to help us with any and all problems that may occur.” Adkins continued, “I must say that James’ knowledge of Pelco equipment is outstanding, and if he does need to reach out to Pelco techs he gets nothing but exceptional service.”

For more information about Sotheby’s, please visit their website at [www.sothebys.com](http://www.sothebys.com).

Discreet cameras provide comprehensive video security while security personnel take advantage of multiviewer technology to view and control videos.

