



Betting on IP CCTV

04 Nov 08

By **Anthony Hildebrand**
Info 4 Security

An IP CCTV solution from CBC (Europe) Ltd has been installed at one of the UK's fastest-growing chains of bookmakers by Newton IT Solutions.

The solution is part of a management systems investment that aims to allow bookmaker Better to expand further.

The system, which was designed and installed by Newton IT, covers 40 branches of Better and it will be added-to, stage by stage, as the number of outlets grows.

“This is a bookmakers with a difference – it’s customer-focused, appeals to a wider market, and is planning to expand significantly,” said Jay Patel of Newton IT.

His company was asked to design a CCTV system that could be expanded to cover up to 200 stores and allow senior managers to oversee operations both centrally and from remote locations via laptops.

Wide compatibility

“The CBC system was the answer we were looking for,” said Patel. “One of



Jay Patel, Managing Director of Newton IT Solutions

the most important benefits of the system is its compatibility with a wide range of traditional cameras and DVR equipment, as well as more modern IP products.

“As additional branches are acquired by the customer it will be a real advantage that any previously installed CCTV equipment can be simply integrated into the VSOIP network. In a few cases it may be necessary to change a DVR, if a model from an obscure

manufacturer has been used, but even this option is much less expensive than changing the whole system.”

The system will be recorded locally, with images able to be easily downloaded centrally as required.

Remote access

One of the primary functions of the system will be to allow Better’s senior managers to oversee activity at branches around the country without having to travel

continuously, helping to ensure consistency and high standards throughout the group. This will be useful, for example, when branch managers are setting up displays for special events and promotions and a uniform approach is wanted

“The VSOIP system really puts Better in the lead in its use of flexible, intelligent management technology, giving it an advantage that will prove invaluable as the group continues to grow,” said John Downie, CBC’s sales and marketing manager.