

Apostrophe UK :

Apostrophe UK owns and operates an expanding chain of 16 patisserie outlets across London. This customer referral came via our digital network video recorder manufacturer, Modern Security Solutions Ltd, who asked us to help Apostrophe when their previous CCTV provider went out of business.

**What was the Problem ?**

Apostrophe was in the process of finishing the fit-out of its new flagship outlet in the soon-to-open Terminal 5 at Heathrow Airport. The Apostrophe café is in the departures lounge on the 2nd floor of the terminal and its kitchen and office in the administrative areas on the 1st floor.

There were three separate issues :

1. Apostrophe had no-one to complete the installation of their CCTV
2. BAA were unable to connect the two locations across their LAN before the opening of Terminal 5 (this would allow the cameras in the kitchen, office and café to connect to one video recorder located in the office).
3. BAA proposed to charge a significant sum of money to make the LAN connection and would not allow any other form of permanent connectivity to be installed

Our challenge was to find a cost-effective solution to these issues and to ensure that the system was operational in time for the Airport terminal opening at the end of March.

How did Effective Vision help ?

Effective first worked with BAA to try to find an alternative solution to the communications issues.



However, once it was clear that deadlines could not be met through conventional communications, Effective put together a 3G broadband solution which complied with BAA's strict rules and with a 2nd digital recorder, allowed external remote access to view both live and archival video footage from both floors.

Effective sourced & installed all additional components and delivered a fully operational solution ahead of the Terminal 's opening date at lower cost than the proposed LAN connection.

What our customer had to say :

'Effective Vision proved to be a big help in a crisis. Calm and collected, they quickly assessed what needed to be done and set about the task. At all times, I was apprised of what they were doing, any changes to plans and the costs involved. Effective was happy to take on somebody else's problems at short notice and deal with them. They resolved matters to our complete satisfaction and as a result, we have continued to use them in the fit-out of our other outlets.'

CB, Operations Manager, Apostrophe UK

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