

Case Study

Hotel Rose Rayhaan by Rotana



Rose Rayhaan by Rotana – the world's tallest hotel – soaring 333 meters, 72 stories – uses a combination of Infinova pan-tilt-zoom, fixed and dome cameras in order to protect its guests, staff and property.



Solution: Infinova V2216 network video management and IP Cameras

400+ Infinova Cameras safeguard the tallest hotel in the world

Rose Rayhaan by Rotana, the world's tallest hotel, uses a combination of Infinova pan-tilt-zoom, fixed and dome cameras in order to protect its guests, staff and property. Located on Sheikh Zayed Road in Dubai, the 72-story Rose Rayhaan by Rotana has a height of 333 m (1,093 ft) and features 482 rooms and suites.

With such a massive edifice to be a temporary home to many of the world's most influential people, management knew that watching over the hotel would be an important job. A surveillance system would be needed to help protect customers and assets as well as to control access. A major objective would be to monitor anti-social elements from disrupting the hotel and its guests.

“While cameras have proven to be a deterrent to crime, we needed them to be at their best when used to monitor customers in this hotel,” emphasizes Parag Vadodaria, CEO of Dubai-based Zio Technologies, LLC, the security integrator for the Rose Rayhaan by Rotana. “Visitors see the cameras and assume someone is monitoring them. Used properly, they prove to be a great enhancement to security and loss prevention. For instance, cameras used to monitor the front desk may help reduce the number of hostile entries and anti-social activities in and around a hotel such as Rose Rayhaan by Rotana would typically experience.”

Infinova[®]
The Integrator's Manufacturer

According to Vadodaria, because of the prestigious location, Zio needed to work with a brand of cameras and other video equipment that would provide a complete solution tailored to the premises. Zio especially wanted to make sure the system would not limit the number of cameras the hotel's surveillance solution needed. They also wanted the flexibility to remotely monitor over either LAN or WAN, having complete freedom to select their transmission medium of choice.



Today, the system is comprised of 47 pan-tilt-zoom, 143 fixed and 246 dome Infinova cameras. Among these cameras are high resolution day/night models. The cameras capture all patron areas of the hotel and are networked so that the hotel's dedicated security staff can operate them from a central location. The system also includes a 2TB hard drive that holds 31 days of recordings.

"The cameras perform many duties," says Daniel Mathew, Rose Rayhaan by Rotana general manager. "The cameras at the front desk reduce article theft, including stopping pickpockets, and are a very useful way to detect credit card fraud and manage alcohol-induced problems. Cash register shortages are minimized and we have decreased driveway issues by identifying entrants.

"An added benefit is that we can burn a CD of an event and immediately provide evidence to both the police and our archives," adds Mathew. "Another plus of the system is that we don't need a player or playback software because an autoplay CD is automatically created with the relevant footage."

Storing and Transmitting Video Was Not a Problem

It was determined that the Rose Rayhaan by Rotana would need 2 TB of storage to record 16 video channels running at the specified frame rate. With eight SATA slots available in the Infinova DVR, it provides the flexibility to have disk capacity as high as 8 TB versus the typical offering of only 1 TB with most systems. When the hotel wants or needs more storage, that challenge has already been solved.

Local law also demands that RG 59 coaxial cable be used to carry the video signal from the cameras to the Infinova DVRs, matrixes and monitors. At present, the system is analog but anytime the Rose Tower decides to migrate to an IP-based system, the addition of Infinova encoders to the present cameras will make the switchover easy. For the time being, other security systems, such as the access control system, intruder alarm system and parking barrier system are all standalone.

"In case the need arises, they also can be integrated with the Infinova solution using alarm followers and other Infinova devices," assures Zio's Vadodaria. "For instance, if the hotel wants, the camera installed at the parking barriers and other parking area cameras can be implemented and integrated as an Automatic Number Plate Facility (license plate recognition) for better management of the parking area."



"With this system as a foundation, we have so many ways that we can enhance security here at the hotel," adds Mathew. "We are confident that anything we need is technologically possible."



By helping channel partners provide their customers with complete, affordable, best-in-class, large and small video surveillance solutions, Infinova helps integrators generate more business more profitably. Leveraging a

manufacturing process certified to ISO 9001:2000 standards and over 250 engineers with a list of video industry firsts, Infinova channel partners provide their end-users with industry-acknowledged product reliability and technical leadership.

So that Infinova channel partners can create complete solutions, Infinova provides IP surveillance cameras and components, CCTV analog cameras, DVRs and components, camera accessories, monitors, power supplies and fiber optics communications devices. Infinova also has the technical ability and manufacturing flexibility to let integrators propose customized solutions. In addition, Infinova will partner with other manufacturers making other surveillance equipment and software to help its channel partners create turnkey solutions. Contrary to most other companies, Infinova will back-up their partners' products as well as its own to assure both the integrator and its customers that one call – to Infinova only – takes care of everything.

Infinova works diligently to assure its channel partners can provide cost-conscious solutions. With Infinova's hybrid systems, channel partners can propose systems that protect a customer's investment in its already-installed analog surveillance system but that also put them on a dynamic migration pathway to IP systems.

Infinova is lauded for its exceptional maintenance programs. A major highlight is the company's 24-hour advanced replacement policy in which a substitute product is shipped immediately upon notice of a problem.

With such customer focus, Infinova is often referred to as "the integrators' manufacturer."

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