

## Case Study

# Shanghai World Expo 2010

*In one of world's largest coexistence sites, 2,700+ Infinova Cameras Plus Matrix Switchers, Fiber Optic Systems and Other Surveillance Equipment and Software Are Key to Protecting 70 Million-Plus Prospective Visitors*



*Solution: Infinova cameras, matrix switchers, fiber optic transmission*

### **Infinova Cameras and Systems Watch Over World Expo 2010 Shanghai**

Over 2,700 Infinova IP and analog cameras, including high-speed IP PTZ domes, mini-domes and fixed cameras in a variety of models including vandal-resistant day/night outdoor and indoor cameras plus Infinova's matrix switchers, fiber optic systems and other surveillance equipment and software are part of the coexistent analog and digital surveillance system protecting visitors to World Expo 2010 in Shanghai.

In addition to the site itself, roads leading from docks, airports and railroad stations are also incorporating surveillance solutions, creating one of the largest surveillance systems in the world. The event opened May 1 and runs through October 31 with a projection of 70-100 million visitors, including 100 national leaders. More than 190 countries are involved along with 50 international organizations over a site encompassing 5.28 square km.

"It is very gratifying to be selected to help protect one of the world's most visible venues," asserts Mark S. Wilson, Infinova vice president, marketing. "The Expo features one of the largest coexistent analog and digital surveillance systems in the world and we are honored to take such an active role in creating it. It is especially gratifying to have so many differing products be included in so many projects throughout the grounds."



**Infinova**<sup>®</sup>  
The Integrator's Manufacturer

Infinova fiber transmission equipment can be found in the Expo Theme Pavilion, over 800 varying models of cameras plus fiber optic equipment in the Expo Center, matrix switchers and cameras in the Expo Watergate Wharf, 400 cameras and other equipment in the Expo Performance Center along with Infinova equipment and systems in the Expo Dining Center, Expo Wharf, Expo Communications Pavilion, Expo Axis, Expo Control Center, Expo Central Conference System, Expo Transformer Substation and Expo Watergate Qinhuangdao Road.

Having such a multitude of video sites so close together, transmission and integrated management and control was seen to be a major problem. Infinova's fiber optic system and large-scale matrix switchers, featuring multi-level control throughout the network, were chosen to rectify that problem. The fiber optic system, in addition, assures that the World Expo system would be able to use high video surveillance cameras and transmit their high-definition images without worries of exceeding broadband capacity.



## **Infinova**<sup>®</sup>

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."

# Global Contact Information



## United States

InfinoVA  
51 Stouts Lane  
Monmouth Junction, NJ, 08852  
United States  
Phone: +1 732-355-9100  
          +1 888-685-2002 (toll-free)  
Fax: +1 732-355-9101  
Email: [Sales@infinoVA.com](mailto:Sales@infinoVA.com)

## Latin America

Miami: +1-954-990-0787  
Mexico: +52-55-5392-1735  
Venezuela: +58-212-336-0661  
Brazil: +55-11-7479-5640  
Email: [Sales-LAR@infinoVA.com](mailto:Sales-LAR@infinoVA.com)

## Europe

Phone: +40 2 6841 5582  
Email: [Sales-EUR@infinoVA.com](mailto:Sales-EUR@infinoVA.com)

## Middle East

Phone: +965 247 5678  
Email: [Sales-ME@infinoVA.com](mailto:Sales-ME@infinoVA.com)

## India

Sales: +0091 9980728579  
(South and East India)  
Email: [Sales-IND@infinoVA.com](mailto:Sales-IND@infinoVA.com)

## Hong Kong

Phone: +852 2795 6540  
Email: [Sales-HK@infinoVA.com](mailto:Sales-HK@infinoVA.com)