



Bosch technology the premiere choice for ODEON

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Sophisticated Intelligent Video Analysis (IVA) technology from Bosch Security Systems has been selected by Micro Video Services to protect red carpet stars at ODEON's flagship cinema in Leicester Square.

For over three years, Micro Video Services (MVS) has been carrying out the annual maintenance of security systems at ODEON cinemas across the UK, totalling over 100 sites.

Probably the most high profile of ODEON's cinemas is its Leicester Square flagship. This 1683-seater cinema, is the venue for many UK film premieres, including those of the Oscar winning films *Slumdog Millionaire*, *the Reader*, and *the Dark Night*.

To increase protection during premieres, Micro Video Services has installed a number of Bosch Dinion Cameras, with Intelligent Video Analytics, explains Mike Gordon of MVS: "In addition to existing security measures at the cinema, we installed the IVA to be used at major premieres to enable event security staff to identify and flag any issues out of the norm, should they arise."

Commenting on the system, Peter Ford, ODEON's Risk Management Director added: "The Leicester Square cinema is the cinema of choice for a number of premieres. Given the high profile nature of these premieres and the stars in attendance, they demand a heavy security presence. The Bosch system offers enhanced security during these premieres, aiding the independent third party security hired by the distributors."

The third generation of the Bosch Intelligent Video Analysis system, IVA 3.5, is the guard-assistant system of choice when reliable video motion detection is required, both for indoor or outdoor use. IVA 3.5 is state-of-the-art intelligent video analysis that reliably detects, tracks, and analyses moving objects while suppressing unwanted alarms from spurious sources in the image.

Bosch's IVA 3.5 is a licensed option already fully prepared in Dinion IP, FlexiDome IP, and AutoDome 100 IP cameras, as well as the VIP X1600 and VideoJet X families of encoders. The functionality built into IVA 3.5 cameras and encoders is able to detect idle and removed objects as well as loitering, multiple line crossing, and trajectories. Configurable detection filters and advanced tracking improve reliability and reduce operator workload.

MVS is upgrading existing ODEON CCTV systems with a rolling annual programme, in addition to designing, building and maintaining new systems on new cinemas across the country, one of the most recent of which is a 14-screen cinema in the new Liverpool ONE development, at the heart of Liverpool city centre.

“We selected the Bosch technology for its performance quality and reasonable cost,” continues Mike. “Since we first used Bosch cameras for an auditorium system, Bosch products have been specified by ODEON. They offer a very high specification, and are easy to install. Bosch is always proactive in assisting both the installer and the end-user, and we can confidently rely on both the product and the technical support,” he says.

Peter Ford agrees: “The Bosch products offer us ease-of-use, great functionality, and at a price that we are prepared to pay.

“Where cameras are used in screens, we have no hesitation in specifying the Dinion 5.10. After thorough testing it proved to cope well in the difficult lighting conditions, working equally effectively in dark and light and outperforming any infrared alternative. As a result we are also installing the Dinion cameras in other locations outside the screens with difficult lighting conditions.

“On larger installations we also specify the DiBos DVR, this offers us an excellent, cost effective, head-end which is easy for the management to use. We have worked closely with Mike Gordon and MVS to provide a system that is easy to use, and offers cinema managers the security tools they need in a straightforward format,” he concludes.

DiBos uses Bosch’s proven state of the art digital recording and communications technology, offering advanced features for viewing and very high flexibility in recording and image access. It is an integral part of overall security solutions for a wide range of applications. Customers can retrieve vital images and share information faster than ever before. Whether on site or at a remote network location, authorised personnel have quick, convenient access to information so they can operate more effectively and efficiently.

DiBos supports live viewing and recording at resolutions up to 4CIF. Users can store images at up to 450/375 ips (NTSC/ PAL) on 30 composite video inputs. As many as 10 audio data streams can also be recorded on 30 video channels units.

Dinion IP cameras are modern, hybrid systems that support legacy-direct analogue output, as well as modern network delivery. They can stream video simultaneously on both channels, providing proven, dependable service for the most demanding security and surveillance requirements. With a 1/3-inch color CCD and Bosch’s advanced digital signal processing, the Dinion IP provides outstanding image quality in virtually all situations.

ODEON is the largest cinema chain in the UK, with over one hundred cinemas.

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