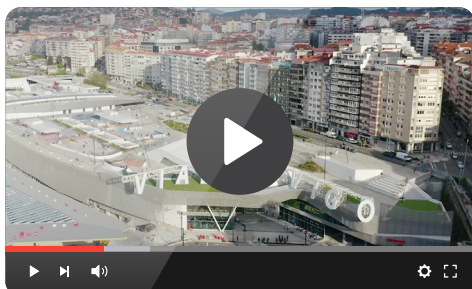




Hikvision helps Vialia Vigo Shopping Center boost **safety, efficiency** and **customer satisfaction**

CASE STUDY

CUSTOMER PROFILE



To watch the **video**,
please visit Hikvision [website](#).

Organization:

Vialia Vigo Shopping
Center

Location:

Spain

Industry:

Retail

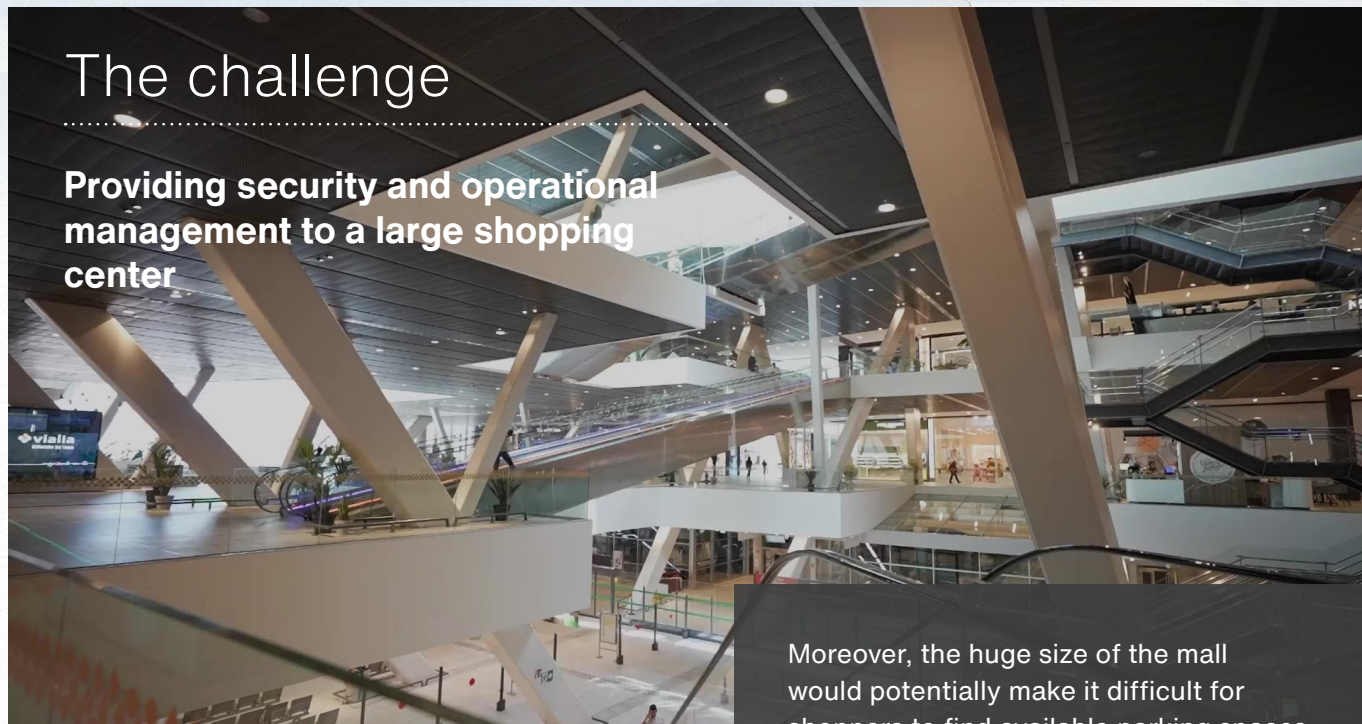
Solution:

Business intelligence,
smart parking, video
security

One of Spain's most impressive new shopping centers has installed Hikvision video security, an innovative parking guidance system, and business intelligence facilities to boost safety, efficiency, and the overall customer experience.

The challenge

Providing security and operational management to a large shopping center



The Vialia Vigo shopping center is a spectacular new development in the northwest of Spain. More than just a place to buy food and clothes, the development is a true 'multimodal' space, incorporating trains, buses and, of course, cars. With playgrounds for children as well as sports facilities, it has become the new epicenter of leisure within the city.

When the architects were designing the shopping center, they knew that it would need to incorporate many security and operational features. Comprehensive video security protection would need across the complex to eliminate any blind spots. Aesthetically, these cameras would need to be perfectly integrated into the building to ensure that they didn't detract from the modern architectural feel of the building.

Moreover, the huge size of the mall would potentially make it difficult for shoppers to find available parking spaces and remember where they parked when the time came for them to leave. The designers therefore decided to install a smart, efficient parking system to address this problem.

They also wanted to use data to continually improve operational efficiency. That meant adopting a single integrated platform management solution which could acquire and analyze statistics about footfall to enable managers to streamline processes and improve the overall shopping experience for visitors. A single system that could manage video security, deliver parking assistance, and provide operational support would also make life much simpler for those managing the shopping center.

The solution

A comprehensive smart retail solution including video security, smart parking, and business intelligence

To create a comprehensive solution to address all these requirements, the shopping center partnered with Hikvision and the installer Ingecom Systems to install over 500 cameras of various kinds.

The parking area alone uses over 300 cameras as part of an extremely efficient intelligent parking guidance system. Drivers can follow indications towards available parking spots without having to drive around needlessly. The ANPR (automatic number plate recognition) system tracks vehicles within the parking area, so when shoppers return to pick up their car they can locate it simply by typing in the license plate number into displays.

In addition to the Parking Cameras ([DS-TCP440-B](#)), the parking solution incorporates Parking Indicators ([DS-TVG100](#)), Parking Inquiry Machines ([DS-TPT322-L2](#)), Video Guidance Terminals ([DS-TPM400-P](#)), and intelligent back-end products such as 4K Decoders.

The shopping center has a further 200 video security cameras installed throughout the mall to enhance security and gather footfall insights. These include DeepinView cameras which are able to count people. (The shopping center uses the Varifocal Dome Cameras ([iDS-2CD7126G0-IZS](#)) and bullet cameras ([iDS-2CD7A86G0-IZHS](#)).

The entire solution is integrated and managed through Hikvision's [HikCentral platform](#). The control room, with its monitors and consoles, ensures the security of all activities in the shopping center.

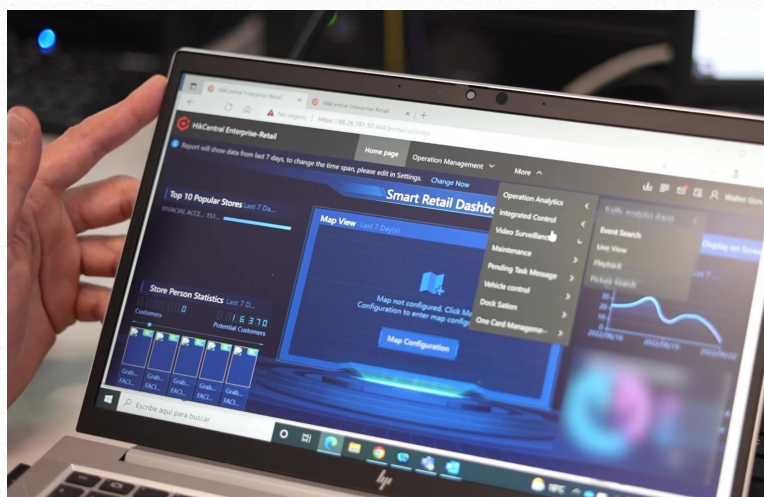
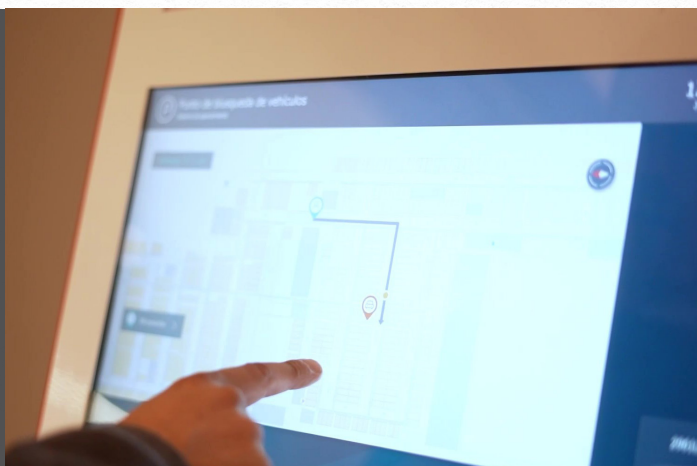


The benefits

Boosted safety, efficiency, and customer satisfaction

Since it was first opened in 2021, the Vialia Vigo shopping center has become renowned for its innovative approach to security technology and ensuring customers enjoy a secure and comfortable shopping environment thanks to innovative solutions such as the parking guidance system.

With intelligent data analysis of the video footage, commercial managers can work with invaluable insights, helping them to improve marketing strategies and increase revenue generation. The cameras provide information on peak hours and days, parking lot occupancy data, customers' favorite aisles and transit areas, making it easier to adjust commercial offerings or select the type of event to be held at any given moment.



By incorporating cutting-edge video security systems and a parking guidance system seamlessly into a centralized management console, every device can now be checked, managed, and updated from a central location. As a result, the shopping mall has been able to optimize management efficiency whilst reducing the management overhead and, as a result, management and maintenance costs.

Not surprisingly, Juan Louro, the director of the Vialia Vigo shopping center, is very proud of the project. “Our shopping center sets a benchmark not only in the Spain but also in Europe,” he says. “Technological innovation stands as a cornerstone within our value proposition.”

Indeed, the integration of advanced security measures and smart management systems has not only enhanced the safety and convenience of the shopping experience but it has also underscored the center’s commitment to technological advancement.



“ Our shopping center sets a benchmark not only in the Spain but also in Europe. Technological innovation stands as a cornerstone within our value proposition. ”

--- Juan Louro, the director of the Vialia Vigo shopping center

- For more success stories, please visit the Hikvision [website](#).



www.hikvision.com
support@hikvision.com



HIKVISION