



## CASE STUDY

# Videonetics Secures India's Largest Electronics Industrial Township

**Organisation:** India's Largest Electronics Industrial Township

**Project Location:** Bangalore, Karnataka

**Industry Segment:** IT Parks & Township

**Solution:** • Videonetics VMS  
• AI-Powered Video Analytics

## Challenges

Located in Bangalore, the Silicon Valley of India, the electronics industrial township experiences a substantial influx of workforce and visitors. It is even more pronounced on weekdays, given its prominent IT and industrial hub status. Over 200 offices located in the township carry out their operations in multiple shifts and time zones. Understandably, the challenge for governing authorities is to focus heavily on 24x7 security & safety arrangements to manage more than 300,000 people daily.

### A. Traffic

### B. Law and Order

In addition to general surveillance to ensure the safety & security of people and infrastructure, some key challenges related to traffic management are:

- Unauthorised parking
- Traffic rules violations
- Congestion due to unexpected incidents
- Restricting movement of heavy commercial vehicles outside approved hours



The stakeholders have been continuously working to build world-class amenities and an eco-friendly environment that attracts businesses and visitors from across the globe, with the vision to become a 'model township'. As the infrastructure and road amenities of the vibrant township get upgraded frequently, the township wanted to deploy a modular, scalable, and future-proof surveillance solution that could accommodate the growing demand without detracting from the vibrancy of the surroundings. The desire was to implement a unified video management platform that could present real-time data from every corner of the township and empower officials to simplify their operations.

Born in the epicentre of the Silicon Plateau, India's first Electronics industrial township with independent governing authority is well on its way to becoming a Smart City.

## Solution

Videonetics worked with the officials of the electronics industrial township to conduct an extensive survey of the existing architecture & recommended an end-to-end solution that would vastly enhance safety and security, operational efficiency, solve practical problems, and heighten geo-situational awareness. Videonetics' AI-powered unified solution consisting of Videonetics Video Management System & Video Analytics was selected as the ideal solution to deliver continuous monitoring and comprehensive levels of safety & security at the township park. The solution helps simplify managing multiple locations and allows the operators to see everything in a single view.

Some crucial aspects of the solution included the following:

### 1. Unobstructed Surveillance and Zero Blind Spots

- Videonetics' VMS simplifies regular monitoring, recording, and managing of the vast number of CCTV cameras positioned at over 400 strategic locations of the township, including 16 entry-exits, passages, roads, parking spots & public areas. Thanks to the multi-layer failover architecture of VMS, data is safeguarded during unforeseen network or hardware instability scenarios.
- Provides geo-situational awareness with the help of Smart Navigation on maps.
- Enhances operational efficiency, and decision-making and as a result, improves incident response time.



### 2. Faster incident identification leads to faster resolution & timely investigation

During the survey, stakeholders marked a significant number of strategic spots that required a real-time alert mechanism to identify anomalies, violations, theft, intrusion, and trespassing.

Videonetics deployed AI-powered Video Analytics applications such as:

- The electronic township has 24x7 security across the campus. Unusual activity like suspicious & unattended objects should be reported to security in real-time, hence unattended object detection has been deployed on roads, foot over bridges and other public spaces.
- Some of the roads and intersections do not have much traffic and people movement on a daily basis. Stakeholders decided to have crowd detection, loitering detection and intrusion detection at these locations to get real-time alerts if unusual activity occurs.
- In the electronic township, some of the connecting roads are narrow. To prevent accidents and traffic jams resulting from vehicles moving in wrong direction, video analytics functions have been deployed at selected locations.

Detection of such anomalies and alerting the concerned officials in real time has given unprecedented control to the control room operators, enabling them to handle a developing situation in a timely manner.




## Impact

India's largest electronics industrial township became an exemplary project, for various commercial and corporate campuses. Within weeks of installation, the township team and other security forces reported a positive impact on the operations. Thanks to a unified view of the platform, control room operators now have a comprehensive awareness of what is happening across the township.

- Operators can also quickly respond to alarms in a better way with all relevant information at hand.
- Vehicles are being monitored with ease, especially at the entry & exits. Perimeters are being closely watched. Areas that are rarely accessed by the public are not being left out and are now under intelligent surveillance.
- On the traffic management front, Videonetics' solution supports operators to keep a check on "hot spots", congestion areas, and turning points and respond to incidents proactively.

## Key Benefits Derived

Videonetics Unified Solution has been helping police officials and other governance services to:

 Reduce incident response time		 Facilitate faster post-event investigations		 Enhance situational awareness
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## What's next for the industrial township?

Upbeat with the success of the project, stakeholders of the electronic township are keen to scale up the scope of implementation and utilise more Video Analytics applications to solve unique problems of traffic management, crowd, and people management, to inculcate a sense of discipline among people and contribute to making the township safer and vibrant.

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