

## Axis scores big with stadium security.

Improving patron safety and security at the American Airlines Center is a slam dunk with Axis surveillance cameras.



**Organization:**  
American Airlines Center

**Location:**  
Dallas, Texas, USA

**Industry segment:**  
Stadiums and venues

**Application:**  
Safety and security,  
loss prevention

**Axis partner:**  
Exacq Technologies

### Mission

American Airlines Center in Dallas, Texas is one of only a handful of dual-sports arenas in the country. Home to the Dallas Mavericks National Basketball Association team and the Dallas Stars National Hockey League team, the venue also hosts 40 to 50 major concerts annually. Much like a small city, the stadium also sports dozens of retail stores, concession stands, restaurants and customizable meeting rooms. Public safety and loss prevention are just some of the daily challenges facing the security team in this bustling, high-traffic building. So when the stadium's aging analog surveillance cameras began to fail the director of operations decided to replace the entire surveillance system with a more advanced, high-definition, network-based video camera system.

### Solution

With the assistance of a leading surveillance systems integrator and Axis partner, the American Airlines Center deployed a mixed array of 228 Axis network cameras throughout the building – from the seating bowl, multiple concourses and lobby areas to the retail space and rooftop.

The HD-quality cameras – which range in capabilities from pan/tilt/zoom to wide dynamic range, wide angle field of view and infrared – are linked through an exacqVision video management system (VMS). Security staff views live and recorded video 24/7 on a bank of six 55-inch HD 1080p TV monitors 24/7 in the on-premises security center. Video is stored on four 20-terabyte servers and archived up to 30 days.

### Result

When compared to their old analog system, the clarity of the HD-quality Axis cameras enables the building security officers to quickly spot incidents they would have never caught before and intervene before situations escalate. The broad coverage also helps the team expedite investigations and speedily resolve issues like stolen property and customer service disputes.



## Multi-purpose venue requires multi-faceted surveillance technology

Located at the edge of downtown Dallas, the 12-acre American Airlines Center is one of the premier sports and entertainment venues in the United States. Its state-of-the-art retractable seating technology allows management to quickly adjust stadium capacity from 18,500 for ice hockey games to 19,200 for basketball games and up to 21,000 for concerts.

In addition to the entertainment bowl, the center houses dozens of retail shops, concession stands and restaurants. There are also a number of ATMs for patron convenience, a first aid station for medical emergencies, 131 VIP suites along with two large, all-inclusive VIP clubs, five multi-tier concourses, five multi-capacity meeting rooms, 10 elevators, 10 escalators, a 2000-car parking garage and several parking lots. With four lobbies and multiple entry points, security is a 24/7 responsibility.

Finding the right camera system for such a diverse environment presented a challenge. "Once we decided to replace our failing analog system, we invited most of the major camera manufacturers to showcase their products in the building so we could see how they perform," said Mose Boyer, Director of Operations for the American Airlines Center. "A number of competitors excelled in one specific area, but Axis was top of the line all across the board."

### Cameras for varying light conditions

With technical support from the local Axis office, Boyer walked every square inch of the building multiple times deciding where to place cameras and which camera models would best suit the lighting challenges of the location and provide the best fields of view.

For instance, AXIS Q6044-E PTZ Dome Network Cameras on all four corners of the rooftop give security a great view of the parking lots. AXIS P3364 Network Cameras with built-in IR illumination keep watch over the suite levels which are only lit by emergency lights when not in use.

The 134-degree wide angle view of the AXIS M3026 and AXIS M3024 Network Cameras allows Boyer to cover larger areas with fewer cameras, such as the rotunda on the concourse. In the atrium areas where bright ambient light could easily wash out the image, Boyer chose AXIS P3384-V Network Camera with advanced wide dynamic range to ensure that no part of the image is too dark or too bright.

"We installed the wide dynamic range camera right behind our front reception desk and directed it towards the door," said Boyer. "The white balance is amazing. Even the area of the frame where the door opens is crystal clear so you can see the face of the person entering the building."

### Recovering stolen property

The breadth of strategically placed cameras has been instrumental in curtailing losses in the complex. When an employee's smartphone went missing from a charging station at the front of one of the club restaurants, security was able to review video from the vicinity and trace the movements of a suspect.

From the clarity of the image, they were able to determine that the individual was an outside contractor. Security sent a video clip of the individual to the employing company who contacted the person demanding the phone's return. It was brought back the next day and restored to its rightful owner.





### Confronting false claims

In another instance, there was an altercation in the seats during a game. One of the parties insisted that another guest be ejected from the premises. This patron also complained that guest services failed to handle the situation correctly and demanded that the American Airlines Center employee be fired. When security reviewed the video of the incident, it told an entirely different story. When the patron was confronted with the evidence, the complaint was rescinded and no one's job was lost.

### Repeating the benefits for years to come

While Boyer oversaw the project, it's the Center's security team that continues to reap the benefits. "Every time I see the team, they're smiling," said Boyer. "They're always phoning, emailing or texting me that the pace at which they're catching incidents never could have happened with the old system."

According to Boyer, the new system has been well worth the investment. "We went into this project thinking we would do a pretty good job covering what we wanted to cover," said Boyer. "But with the help of the integration partner and Axis, we've knocked it out of the park. The system is really comprehensive. It does exactly what we want it to do. And we plan for it to serve us for many years to come."

**"Upgrading our system to Axis cameras was like leaping from the Stone Age into the Technology Age. The image clarity and color fidelity are unbelievable. Our security team is catching incidents they never could have with our old analog cameras."**

**Mose Boyer, Director of Operations for the American Airlines Center.**



# About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 2,700 dedicated employees in more than 50 countries around the world, supported by a global network of over 90,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).