

## WebCCTV Secures the World's Greatest Auto Auction



**Product:**  
WebCCTV

**Details:**  
1,600 exclusive collector automobiles and  
over 225,000 visitors

The Barrett-Jackson Collector Car Events are the world's greatest auto auctions. The 36th Annual Barrett-Jackson Collector Car Event took place in Scottsdale, Arizona, on January 15 - 21, 2007. This year the Scottsdale auction featured more than 1,600 of the world's finest collector automobiles and attracted over 225,000 visitors. Barrett-Jackson bidders snapped up 1,271 total cars driving auction sales to over \$110 million.

The selection of cars in 2007 was the broadest ever in the Barrett-Jackson Auction Company's rich history, ranging from a vintage stagecoach to an Amphicar, a Russian rescue craft, 1950's classics, contemporary cars and exotics. As part of the event Barrett-Jackson offered a variety of "dream rides" to fulfill the fantasies of every collector. Attendants were given the opportunity to take the reins of the most exclusive automobiles for a test drive on a private track.

### Enhanced Security Solution

To secure the world's most expensive automobiles, as well as control the crowds they gathered, the Barrett-Jackson management selected high-quality Network Cameras from Panasonic in combination with WebCCTV, the unique network video surveillance technology from Quadrox. This combined surveillance solution, featuring superior image quality of the video footage, allowed Barrett-Jackson staff to detect and investigate the slightest suspect situation taking place in the auction premises. As a result the highest level of property security was achieved.



## Minimized Installation Costs

With a large auction site like Barrett-Jackson's video surveillance installation becomes a big project involving heavy expenses. With the state-of-the-art Network Video Surveillance Solution from Panasonic and Quadrox, Barrett-Jackson was able to minimize installation costs, as multiple video channels could be routed over single twisted pair cables or even over the power lines.



## Ease of Use

A temporary high-risk event, like the Barrett-Jackson Auction, requires a very intuitive and easy-to-use solution, as extra guards have to be trained in minutes before its usage. The intuitive and user-friendly WebCCTV interface proved to be very successful in addressing this problem.

The exclusive collector automobiles deserve a unique approach in security. With the WebCCTV and Panasonic network video surveillance solution this was accomplished.