



# Driving Innovation

## ***Pelco Protects Manheim DRIVE***

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*In what can only be described as a car enthusiast's dream come true, row upon row of luxury automobiles fill the massive lot of Manheim DRIVE in Stockbridge, Georgia. Tucked away in a quiet residential neighborhood just outside of Atlanta, this auction house is where auto resellers acquire some of the world's most sought-after vehicles. With approximately 1,000 luxury cars filling the lot at any given time, it goes without saying that security is a prime concern. That's why Manheim DRIVE has selected a complete Pelco video security solution to protect this state-of-the-art facility. »*



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## Advancing Auto Reselling

Manheim DRIVE is the innovation center for Manheim Auctions, the largest wholesale vehicle auction operation in the world. A subsidiary of Cox Enterprises Inc., Manheim has transformed the wholesale vehicle buying and selling experience. From nearly 150 international locations, Manheim handles approximately 10 million used vehicles annually. In 2008, the company facilitated transactions representing more than \$50 billion in value. In order to manage and transport the thousands of vehicles that pass through Manheim's auction facilities, each car's keys are kept in the ignition at all times. "Anyone can get into any vehicle on the lot and drive away with it," says David Reeder, Manager of Security Operations for Manheim DRIVE. "It's a security nightmare."

## Secure Selling

Security 101 is the project integrator for Cox Enterprises and all Manheim auction sites. According to Mark

Carlisle, Security 101 Project Manager for the Manheim DRIVE installation, they were looking for a flexible system that could grow and expand to accommodate changing needs. DVR5100 Digital Video Recorders were selected because of their extreme adaptability and Endura Enabled™ technology. This powerful flexibility, which now includes hybrid IP and analog recording capabilities, will enable Reeder to adopt the latest innovations.

Carlisle designed a complete Pelco solution for Manheim DRIVE. In addition to the three DVR5100 systems recording video, guards monitor the facility on a Pelco 500 Series Large Format LCD monitor. Reeder has noticed a higher quality of video with Pelco monitors because they are designed specifically for video security. "I like Pelco monitors because they are far more durable and deliver a sharper image, especially in low light."

More than 30 Pelco cameras keep watch over the 35-acre property. Pelco fixed Wide

Dynamic Range cameras are used along with Spectra positioning systems to provide full coverage around the clock. As the system evolves, Security 101 is replacing older camera systems with Spectra IV Integrated Positioning Systems. Reeder is pleased with the results. "With Spectra IV the zoom capabilities and

colors on the walls serve as the backdrop for the high-end vehicles that are the main attraction.

Reeder describes auction days as controlled chaos. Dealers come to Manheim DRIVE in order to bid on cars in the state-of-the-art, 180-seat bidding theater. The only facility of

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lens quality are so advanced you get great video. In fact, with our Pelco system we even caught video of some criminals attempting to break into a home in the neighborhood across the street," Reeder says.

## Maximized Investment

Manheim DRIVE was designed to be a center for leading-edge technology – a fact that is evident from the moment visitors step through the door. The sleek showroom looks more like the set of a music video than an auction house. Dramatic lighting and bold

its kind in the United States, this theater employs advanced technology that includes Pelco imaging and recording systems. The cameras inside the bidding theater not only ensure the security of the vehicles, they also provide valuable information in the event of a bidding dispute. A dedicated DX8100 DVR records video of the auctions precisely to arbitrate conflicts that may arise during the bidding process.

The Pelco system is also used to track the condition of automobiles from the moment they arrive on the property, to



the moment they roll off the lot. If a dealer accuses Manheim DRIVE of damaging a vehicle in anyway, Reeder can track the car's movement throughout the facility, including inside the detail shop where vehicles are cleaned and photographed for auction.

According to Reeder there are considerable benefits associated with a complete Pelco solution, including the ease of integration. The Pelco system protecting Manheim DRIVE is fully integrated with the access and perimeter control systems also protecting the property. "In my opinion Pelco is further along with integration than the competition."

Reeder also says the legendary customer support is a big reason why he places his trust in Pelco. "It really comes down to the value and relationships you get with Pelco," Reeder says. "I think the products are reasonably priced and they are backed by an amazing level of customer service." Carlisle agrees that Pelco's support is second to none. During the initial installation, Pelco quickly replaced the DVRs with new units when an issue was discovered. "The technical support is amazing. In one ring they pick up the phone and the technicians know me personally.

They don't give up on a problem until it is fixed."

With a strong focus on the future of technology, Manheim DRIVE has faith that Pelco will deliver the security industry's most advanced innovations. Reeder is eager to integrate Digital Sentry and behavioral analytics into the system. He is also interested in the megapixel capabilities now available with Sarix-based Mega-Performance cameras. And as the project advances, Manheim DRIVE will continue to count on Pelco to drive the future of video security.

### Security 101

From 11 offices in the United States, Security 101 engineers, installs, operates, monitors, manages and maintains sophisticated security solutions for commercial customers. Each office is independently owned and operated, allowing Security 101 to provide a quality experience for customers with local responsibility and accountability. For more information about Security 101, visit its Web site at [www.security101.com](http://www.security101.com) <



## DX8100 2.0 Flexibility You Can Use

As the security industry moves from analog to IT technologies, DX8100 Version 2.0 Hybrid Video Recorders provide a simple and cost effective migration strategy. Version 2.0 delivers hybrid recording without a fixed configuration mix, allowing users to freely allocate inputs to either analog or IP camera systems. Because there are no licensing fees, Pelco and Axis® standard definition network cameras systems can be added with no further cost.

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