

Case Study

AI-Powered Physical Security Solution for Paradies Lagardère

Overview

Paradies Lagardère is the North American division of Lagardère Travel Retail. With a retail and dining presence of more than 720 airport retail stores, restaurants, and bars in more than 100 airports, Paradies Lagardère is among the travel industry's best in creating memorable and positive customer experiences for today's travelers. Modern airports face security challenges due to construction and design factors that impact physical security. Paradies Lagardère desired an alternative solution to traditional roll-up gates for their open-area dining facilities and gateless retail spaces. The intent was to have a scalable, cost-effective physical security solution that meets the unique, open-concept designs that airports feature while ensuring robust security.

Challenges

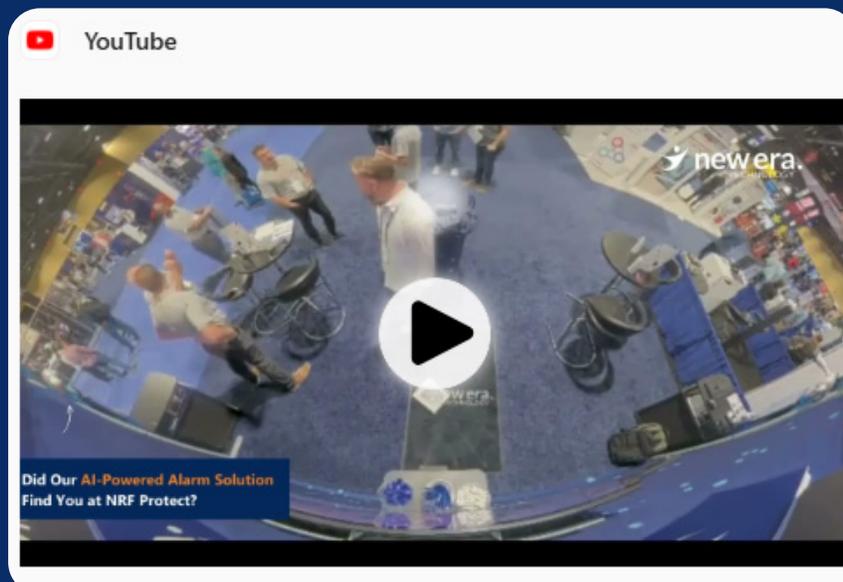
The project is unique because it includes securing a facility that lacks the traditional infrastructure essential for building security. With no physical gate, (and at times, walls), to restrict foot traffic when the business is closed, Paradies Lagardère desired a "gateless" solution that secured the store without impacting the overall open-concept aesthetic. Additionally, they wanted the ability to play pre-recorded messages, perform live talk downs, and connect with live operators for support as needed. The desired technology would secure the store by triggering audible and visual alarms when someone crosses the virtual barrier.

Solution

New Era Technology introduced our Video Alarm solution, which utilizes Artificial Intelligence (AI) to ensure accurate results and significantly reduces false alarms. New Era's solution excels by utilizing the customer's existing video surveillance system to create a "virtual" gate, which can be customized to fit the unique architectural constraints of an airport's construction and design. New Era's video alarm solution incorporates AI to detect foot traffic entering the after the business has closed.

Solution Continued

When a person is identified, the system triggers a siren, activates a strobe light, and plays a prerecorded Paradies Lagardère -specific announcement. If the intruder continues into the store, the system alerts New Era's 24/7 monitoring center, where operators can view live video, assess the situation, communicate with the individual in the store, and contact authorities or any other party designated by Paradies Lagardère for further action. This solution has quickly become their standard for all Video Alarm and Gateless installations across the United States and Canada.



See New Era's AI-powered video alarm system in action.

WATCH

Outcome

The solution's flexibility allowed Paradies Lagardère to customize alerts, actions, and escalations to meet the specific needs of each airport, as well as the individual retail and dining sites—all while maintaining a consistent network design. Ultimately, New Era demonstrated that our solution not only met Paradies Lagardère's unique business requirements but also solved the pain points in their current system, without increasing the overall camera count in their current surveillance system.

“New Era is one of our most valued partners. They are reliable, customer centric, and agile.”

— Chris Rathgeb, VP, Asset Protection & Safety Risk Management

High-Level Benefits:

Cost Consideration:

To manage expenses, New Era’s solution leverages existing surveillance cameras, supplemented by just three additional components, to deliver our Video Alarm Solution. Compared to traditional intrusion alarm systems, our approach significantly reduces installation and hardware costs, supports seamless scalability across hundreds of locations, enhances event response speed, and provides video-verified intrusion alerts—facilitating quicker, more effective responses from local law enforcement.

Accuracy:

It was critical to have a solution capable of accurately detecting humans and other predefined intrusion events. After testing options from various manufacturers, New Era identified a camera-based artificial intelligence analytics that performed as promised. This AI-powered analytic enables surveillance cameras to monitor for unauthorized foot-traffic in closed stores with exceptional accuracy. The solution effectively eliminates false positives commonly caused by pixel-based motion detection, such as changes in lighting, banners, digital signage, or irrelevant movements outside the monitored intrusion zone. By focusing solely on the designated area, our system ensures precise and reliable intrusion detection.

Flexibility:

No two stores are the same in retail and airport construction. It was essential to have a solution that could adapt to stores of all shapes and sizes while offering flexibility in how intrusion events are managed. New Era’s solution allows for customizable responses to identified events. This entire process can be tailored to meet the specific requirements of the airport environment and individual Paradies Lagardère locations.

Ease of Use:

Managing the system is incredibly simple—the entire network of Video Alarm systems can be controlled through a web browser or a mobile app. New Era Technology’s video alarm solution is consistent across the entire Paradies Lagardère brand. For added convenience, an auto-arm and auto-disarm schedule can be set to align with store hours. Intrusion events are seamlessly received and reviewed on your mobile device, working in tandem with our central station for efficient monitoring and response.

Remote Management & Scalability:

Managers often oversee multiple stores. The mobile app simplifies staying updated on users and intrusion events by enabling managers to manage users in real-time and, more importantly, monitor and address intrusion events as they occur. From a scalability perspective, there are no limits to the number of stores/locations we can support with New Era’s Video Alarm design.

Client Satisfaction

New Era ensured the customer remained informed at every stage of the design and implementation process building their confidence before implementing the solution at the first store. To prepare for installation, New Era hosted multiple system demonstrations and technology overviews to showcase ease of use and system capabilities. Additionally, we provided access to a portable demo unit for testing in the customer's lab prior to deployment. During the initial installations, New Era leveraged its' Design Engineers to oversee the installations to ensure, smooth transition, accurate performance. This ensured that the technology was installed, documented, tested, and fully understood with precision.

This meticulous approach allowed us to create a streamlined, repeatable installation and configuration process for future sites. Integrating AI into video surveillance transforms how customers address their unique physical security needs. This innovation empowers traditional surveillance cameras to detect and alert predefined events accurately. When combined with New Era's Video Alarm Service, this advancement not only enhances the effectiveness of your video surveillance network but also improves overall facility security while reducing operating and maintenance costs typically associated with traditional intrusion alarms.

New Era Technology has been the trusted Physical Security integrator for Paradies Lagardère, installing and maintaining their video surveillance systems for over nine years. New Era's video alarm solution, combined with our global installation capabilities, makes New Era Technology an obvious choice for any retailer looking to utilize Video Alarms to secure their retail and retail-like stores.



New Era Technology's SecureBlu Security Services

SecureBlu Security Services from New Era Technology covers all your security needs across digital assets, physical assets, and people. New Era Technology has the capacity and depth of security expertise to support your business. We offer extensive experience solving security challenges from initial assessment, to designing, building, and managing your ongoing security operations.

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