

Hanwha and Genetec Help Planet Fitness Boost Security and Performance

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CHALLENGE

When Planet Fitness leadership evaluated security at their 70-plus corporate run locations a few years ago, they chose to incorporate a video surveillance solution that would address security needs and would be advanced enough to help with management and operations. Each of Planet Fitness' corporate-owned clubs throughout North America is outfitted with approximately eight to 15 video cameras that provide around the clock coverage of the parking lot, lobby, break room, the fitness area where members workout and other key areas – without invading private areas, such as locker rooms and other intimate spaces. With the help of their preferred system integrator Adirondack Direct, Planet Fitness Senior Vice President of Corporate Club Operations Jim Esposito said they tested several of the leading camera and video management software (VMS) solutions, but ultimately decided on Hanwha video surveillance cameras managed by the Genetec Security Center platform.

SOLUTION



Esposito said they wanted to use Hanwha's 360-degree cameras in particular because they provide more coverage, yet they save in hardware expenses because fewer cameras are needed. Hanwha's SNF-8010 5MP 360-degree fisheye camera provides 5MP at 20FPS which captures smoother video at a higher framerate with true day and night functionality. Built-in on-camera de-warping allows instant access to PTZ, quad view and panorama views. Alarm triggers for the Hanwha SNF-8010 include intelligent motion detection, audio detection, tampering detection, alarm input and network disconnection. "We knew that Planet Fitness would need thousands of video surveillance cameras for this project and it's very important to consider reliability and functionality as well as durability," said Adirondack Direct Director of Security and Technology, Tim Collins. "Hanwha has the lowest customer return number and that means that they manufacture products that aren't sidelined by constant replacement and repairs."

RESULT

While the Hanwha-Genetec solution has provided an excellent security system – as well as protection against liability for slip and fall incidents – it's also improved operations in multiple ways by providing invaluable business intelligence, said Esposito. The Hanwha-Genetec Planet Fitness solution also provides key employee analysis that can help managers identify areas of improvement. A big question for Planet Fitness – that can be answered via video analytics – is have they been losing sales opportunities without realizing it? "What we're exploring now is a virtual line that counts the number of people that come and go in the club," said Esposito. "We know how many people check in. So, if a club checks in 500 people in a day, but there are 600 people that enter the door, that can be lost revenue." Esposito said they chose Hanwha cameras and the Genetec platform because they knew that they needed a solution that was at the forefront of technology, with the flexibility to grow with them and meet their future needs.

ABOUT HANWHA TECHWIN AMERICA

Hanwha Techwin America is a subsidiary of Hanwha Corporation, a South Korean based company. Hanwha Techwin is a leading global supplier of solutions for IP and analog video surveillance. Building on the company's history of innovation, Hanwha Techwin America is dedicated to providing solutions with the highest levels of performance, reliability and cost-efficiency for professional security applications. Visit www.HanwhaSecurity.com.