



Oncam 360-degree Technology Supports Business Development at Zumre Gas Station

CLIENT

Sunny Electrical Group owns and operates the Zumre Gas Station in Istanbul as a franchise under the Petrol Ofisi brand.

CHALLENGE

To keep customers and staff safe, the company wanted complete video coverage of the petrol station forecourt and shop, including the ability to review footage of any incidents to determine what happened and who was responsible. It also saw the potential for using video evidence to help develop new services for customers.

SOLUTION

An IP video solution was installed, comprising five Oncam 360-degree Evolution 5MP Indoor and Outdoor cameras, five narrow-field-of-view cameras, and a SeeTec Cayuga recording platform. The Oncam 360s cover the entire forecourt, leaving no blind spots. Two more Oncam 360-degree cameras were added later to cover the organic food market.

RESULTS

The Zumre Gas Station manager can gain complete situational awareness by reviewing video footage of any incident, identify who was involved, and take appropriate action. The footage also provides him with data about customers' behaviour to underpin business development plans.

An IP technology system featuring Oncam 360° video cameras helps a Petrol Ofisi petrol station in Istanbul keep the busy forecourt safe for customers and staff. The cameras also provide vital information to help develop new services for customers.

Petrol station forecourts are full of potential hazards – from fuel spills to moving cars. If an incident or accident occurs, it's vital the manager can review what happened and establish who was responsible. That's where an effective video monitoring system comes in.

The Zumre Gas Station in Istanbul, operated as a franchise under the Petrol Ofisi brand, serves commuters and residents in the Bahçeşehir area. Running a petrol station is a new line of business for its owner, Sunny Electrical Group, a well known supplier of high-quality home appliances in Turkey.

Located just off a busy highway, the newly constructed Zumre Gas Station attracts more than 800 cars and trucks to its pumps every day; and around 600 people visit the forecourt shop to buy goods ranging from groceries – including organic products – to gifts. To keep its customers and staff safe, Sunny Electrical Group decided to install a scalable video system, based on the latest

IP technology, to cover the forecourt and shop.

Since attendants operate the station's six pumps, there's little risk of anyone driving off without paying for their fuel. Even so, the company wanted a solution that could capture number plates. "With so many customers driving in and out of the station every day, we wanted to be able to identify cars in the event of an incident on the forecourt," says Mustafa Varvar, Zumre Gas Station Manager.

In collaboration with integration partner Fescom Engineering, Oncam designed and developed a video monitoring solution for the petrol station comprising 10 high-definition IP cameras and a SeeTec Cayuga recording platform. Five of the cameras were Oncam 360-degree Evolution 05 Outdoor cameras: three covering the pumps (which would normally require between 10 and 15 conventional cameras); the other two covering the shop and the entrance to the office.