



CUSTOMER SUCCESS STORY

Seeing Without Being Seen—Cancún Improves Public Safety With Redline

CUSTOMER



City of Cancún, México

INDUSTRY

Local & State Government

THE CHALLENGE

- Deliver high-quality video.
- Offer an unobtrusive solution that blends in well.
- Provide maximum coverage within a set budget.

THE SOLUTION

- Redline AN-80i and RDL-3000 systems operating in the 4.9 GHz public safety band.
- VideoLINK to provide reliable, high-quality video.

THE RESULTS

- Improved public safety.
- The most coverage for the lowest cost.
- Attractive camera installations.

The City of Cancún was developed with tourism in mind. Drawing over five million tourists a year, visitor safety and well-being is a top priority for local government. The City of Cancún takes this responsibility seriously, and has implemented many safety and emergency services.

To further improve public safety, speed police response time and enable better crime analysis, the City decided to install a video surveillance system. The challenge was to provide high-quality video using equipment that would not detract from tourists' enjoyment of the sights. The City needed a solution that offered maximum coverage and a price that was within their budget.

This project required a wireless system that delivered:

- Aesthetic appeal
- Economic value
- The capacity to handle multiple cameras

REDLINE DELIVERS RESULTS

Redline, in partnership with Intelligence & Telecom (a major systems integrator in México) proposed a video surveillance network using Redline's wireless systems.

Redline's AN-80i and RDL-3000 systems were chosen for the project because of their excellent non-line-of-sight capability; that is, the ability to deliver high throughput even when the antenna is blocked by buildings or trees. Because of this, Redline could use short (3 meter) masts, without detracting from tourists' views of Cancún's natural beauty. Redline's powerful systems support small antennas, which are not obtrusive.

Smaller antennas and shorter masts kept installation costs economical. The total cost to install each camera site was very low, compared to competitors' pricing that required large antennas and masts twice as high.

Redline's VideoLINK software, with its ability to optimize bandwidth usage, made it possible to deploy a large number of high-resolution cameras. Critical images from the cameras were captured reliably. And the multicast

feature allowed the City to set up multiple security control centers.

As a result of the Redline's video surveillance solution, the City of Cancún deployed a system that blended in well with the landscape and achieved maximum coverage. With cameras installed across the city, public safety improved dramatically for Cancún's citizens and the many tourists who enjoy the sights Cancún has to offer.

"We are extremely satisfied with the performance of Redline's radios. Thanks to Redline we have a fully operational video surveillance network that is unobtrusive and not an eyesore for our tourists. It is helping to keep our city safe by giving us eyes on the street we did not have before."

*Jerry Elizondo
Telecommunications Sub Director
Ministry of Public Safety*



ABOUT REDLINE COMMUNICATIONS

Redline Communications (www.rdlcom.com) is the creator of powerful wide-area wireless networks for the world's most challenging applications and locations. Used by oil and gas companies, militaries, municipalities and telecom service providers, Redline's powerful and versatile networks securely and reliably deliver M2M, voice, data and video communications.

302 Town Centre Blvd.
Toronto, ON L3R 0E8 Canada

w rdlcom.com **t** +1.905.479.8344
e info@rdlcom.com **tf** +1.866.633.6669

20140331 CS-Cancun © 2014 Redline Communications Inc. All rights reserved.
All logos and product names are the trademarks of their respective owners, errors and omissions excepted.

redline
communications