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— *John Alan Moore, Director of Security & Life Safety, Hilton Americas*

CUSTOMER

Hilton Americas-Houston is the largest convention hotel in the city of Houston, Texas. This 24-story, state-of-the-art hotel is the first property in the state to achieve the Green Seal certification because of its commitment to the environment.

Since Hilton Americas-Houston’s opening in December 2003, this 1,200-room hotel in downtown Houston offers 91,500 square feet of meeting space, and has become the destination for some of the largest group meetings in the city.

CHALLENGE

Hilton Americas’ 130 surveillance cameras were previously tied into eight DVRs. The system was in working order, but the DVRs’ built-in capabilities were average at best. The system was able to record and store video data effectively, but once stored, the security team could not effectively search the video to find footage they needed to investigate an incident. Considering the hotel’s reliance on video surveillance for investigations and safety enhancement, the security team sought solutions that would make it easy to leverage their stored video to improve security and hotel operations. With this in mind, the Hilton Americas team searched for a more advanced video management solution.

IN BRIEF

CUSTOMER FACTS:

- **Customer:** Hilton Americas Houston
- **Integrator:** Tyco Integrated Security (formerly ADT)

3VR SOLUTION:

- 3VR P-Series Video Recorders
- 3VR Enterprise Manager
- 3VR Case Manager
- 3VR Facial Surveillance
- 3VR License Plate Recognition
- 3VR Advanced Object Tracking

BENEFITS OF 3VR:

- Superior quality video evidence
- Enterprise search expedites investigations
- Exceptional case management
- Track faces, license plates, and objects with analytics
- Establish watchlists and create alerts
- Simplified central management and health monitoring

RESULTS:

- Improve investigation times by 75%
- Dramatically reduce time card fraud
- Instantly audit customer service
- Find and recover customers’ missing luggage instantly

Hilton Americas’ trusted integrator, Tyco Integrated Security (formerly ADT), introduced John Alan Moore, Director of Security & Life Safety, to the 3VR solution. Moore and Tyco immediately identified several use cases in which they could leverage 3VR’s advanced video analytics such as facial surveillance, directional motion and license plate recognition.

“We definitely wanted a platform that would make us more efficient,” Moore said. “Traditional DVRs made investigations and searching time consuming. After seeing the 3VR solution, I realized the benefits it could bring to the hotel. Mainly, I knew this platform would be able to make my team more efficient and effective, and help increase safety, which is a high priority at our property. The platform sold itself to me.”

CASE STUDY: HILTON AMERICAS

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— John Alan Moore, Director of Security & Life Safety, Hilton Americas

Anthony Lewis, Security Manager of Hilton Americas, agreed with Moore’s assessment. “I’ve never seen a surveillance platform like this,” Lewis noted. “We were very lucky to be able to test it. It’s an ideal fit for our environment.”

THE 3VR SOLUTION

The 3VR video intelligence platform applies advanced technical capabilities to make capturing, analyzing, managing and searching video surveillance easier and faster than any other method. Its built-in intelligent features filter what’s important from what’s not, transforming raw data into useful and meaningful information. Video events are analyzed and tagged with details such as time, date, direction, speed, and a wide range of details related to an object, such as color and size, to enrich information with correlative associations.

“3VR’s platform is light years ahead of its competitors,” Moore said. “We can now locate critical video in minutes while that process would have taken at least an hour with our previous DVR system.”

In addition, virtually any camera works with the 3VR video management solution to capture images and events at the highest video quality, and make them viewable in real time. This enables Hilton Americas to leverage existing camera infrastructure and lowering

total cost of ownership, while providing the flexibility to upgrade to more advanced cameras, such as megapixel and PTZ.

BENEFITS

The team at the Hilton Americas is leveraging the power of the 3VR solution to address not just security and loss prevention, but also customer service. The 3VR platform can track people, license plates and motion, as well as events triggered by guest management, alarm and access control, time card management, and other business systems. The hospitality industry can benefit from countless applications from 3VR.

After installing the 3VR, Hilton’s first test for the system was to use it to reduce employee time-clock theft, a process that can considerably drain the hotel’s \$16-million annual payroll. In the past, employees would not clock out of the time-and-attendance system at the end of their shift in an effort to record more hours worked. Others would not clock out for breaks or request managers to manually adjust the start time of their shift if they were late. Now with 3VR, the security team can leverage its facial surveillance and motion analysis capabilities to identify employees who are not following proper procedures. The hotel estimates that this may save hundreds of thousands of dollars annually.



CASE STUDY: HILTON AMERICAS

“We are saving the hotel a significant amount of money by catching these employees and controlling the problem,” Moore said.

On average, the Hilton Americas security team researches 7,000 lost items per year. 3VR solution revolutionizes this once time-consuming process by enabling operators to use its intelligent features to search for specific items in mere minutes. Recently, a guest reported a piece of lost luggage, valued at \$2,000. Using 3VR’s intelligent forensic search, operators were able to locate the bag by identifying when it came into the hotel. Once it was identified, the team tracked who picked it up and eventually located it and returned it to its rightful owner. Moore said this case would not have had a quick resolution if not for 3VR.

“With 3VR’s advanced search features and built-in intelligent capabilities, we are able to identify missing items so much quicker than we could with our old DVR system,” he said. “Now, we are able to close these missing item cases in minutes and move on to more critical tasks.”

Another case that enabled Hilton to tap into the power of the 3VR solution was a recent car accident where a taxi driver drove into the Hilton’s garage. The driver, who was unharmed, told police he was not able to avoid the accident because there were two speeding cars in front of him. But after reviewing surveillance footage, Hilton and the police determined that the driver was not interfered with, reducing the likelihood of a liability claim.

Hilton Americas is also leveraging the system to research claims its valet service provider. At times, guests have complained they had to wait 15 or 20 minutes to receive their vehicle or their car suffered damages at the hands of the valet service. These claims no longer go uninvestigated. Within minutes, the hotel can quickly search its surveillance footage to determine what occurred at the valet stand and if a vehicle was previously damaged or damaged on-site.

In addition to 3VR’s intelligent search capabilities and its ability to deliver on its promise of high-resolution video images, Lewis was particularly impressed by its case-building capabilities. Hilton Americas can build more powerful cases with easily retrievable and more organized video. Then, with just a click, the hotel can send video evidence to law enforcement. 3VR’s Case Management function enables the security team to save, retrieve and query for evidence and uncover similarities between other cases by searching across the organization. Multiple operators can also work the same case from different locations.



FUTURE

The Hilton Americas team has plans to leverage the 3VR solution beyond security. In the first few months of its pilot phase, operators began tagging repeat and VIP guests.

“We’ve got 1,000 people identified now and we’re just getting started,” Moore said. “We envision using the system to identify our Hilton Honors Gold members to make sure we are providing them with exceptional service from the time they enter the hotel to the time they leave. We want to exceed their expectations with our service so they continue to be loyal customers.”

Hilton will also look at integrating the 3VR platform with their reservations system to alert staff of a premier guest’s arrival.

Moore said the security team isn’t the only department that is sold on 3VR’s intelligent capabilities. The owners of the hotel and the executive management team are also convinced that the technology is primed for success not only at their location, but throughout the hospitality industry.

Since 9/11, security and safety procedures have become an important selling point to large groups and conventioners. Hilton Americas places security as a priority and now, Moore said, it has the right to brag about its security system.

“We’re really just scratching the service with what we can do with the 3VR solution,” Moore said. “We have a lot of ideas; the possibilities are endless.”

CASE STUDY: HILTON AMERICAS

Hilton Americas is thrilled with the advancements the 3VR platform has brought to its organization. So much so, that it is expanding its surveillance system with more 3VR appliances and an additional 70 cameras in 2010.

"The 3VR solution works so fast and for us the search functions have reduced a lot of hours of research," he said. "We are now purchasing three more and are so impressed that we are encouraging other property owners to look at the 3VR platform for their properties."

ABOUT 3VR

3VR, the video intelligence company, enables organizations to search, mine and leverage video to bolster security, identify and mitigate fraud, and better serve customers. 3VR's Video Intelligence Platform (VIP) allows video surveillance systems to reach their true potential and deliver a measurable and sustainable return on investment. 3VR is the video surveillance standard for hundreds of global customers, including leading banks, retailers, governments and law enforcement agencies and owns CrimeDex, an online community of more than 3,000 fraud, loss prevention and law enforcement professionals dedicated

to stopping crime. Based in San Francisco, CA, the company is privately held with funding from DAG Ventures, Focus Ventures, In-Q-Tel, Kleiner Perkins Caufield & Byers, Menlo Ventures and VantagePoint Ventures. 3VR is one of the fastest growing U.S.-based private companies, according to Inc. magazine. In addition, the company has won numerous other accolades including a 2011 Security Products magazine product of the year award and 2011 Top 30 Technology Innovations award from Security Sales & Integration magazine. For more information, please visit www.3vr.com.

ABOUT TYCO INTEGRATED SECURITY (FORMERLY ADT)

A business unit of Tyco International Ltd., Tyco Integrated Security is North America's leading commercial security systems integrator, providing security and business optimization services to more than 500,000 customers. Headquartered in Boca Raton, Fla., Tyco Integrated Security has more than 10,000 employees throughout North America. For more information, visit www.TycoIS.com.



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