



Case Study

Grandeye

Seagate Helps Unique Grandeye 360° CCTV Technology Steal the Competitive Edge

Company

Grandeye Limited

Location

Surrey, United Kingdom

Contact

www.grandeye.com

Primary Focus

Solid-state, intelligent CCTV cameras

UK-based Grandeye has created an award-winning 360° CCTV surveillance product that is a true first for the industry. And it's powered by a Seagate® surveillance-optimized hard drive—the SV35 Series™ drive.

The Grandeye solution is the first-ever CCTV camera and recorder solution that effectively allows customers to go back in time as if they were actually there at the incident, man the CCTV joystick and pan, tilt and zoom in on the areas they want to see—all with a single system.

Called the Halocorder, it's part of Grandeye's Professional Analog Series product range. It has a growing customer base across a number of sectors: warehousing, retail, banking, leisure, prisons, public transport hubs, corporate facilities, industrial facilities and the military.

Almost as Good as Being There Yourself

“With all other recording solutions on the market, you are limited to the pan, tilt and zoom settings of the camera at the time the video was committed to the recorder,” explains Bryan Waters, a senior product specialist at Grandeye.

“The Seagate SV35 Series hard drive enables our system to capture high resolution 360° video which can then be played back through our camera for retrospective analysis. This analysis enables retrospective ePTZ, which means that security professionals can effectively point the camera where they were not looking at the time of an incident.”

The design team chose the surveillance-optimized Seagate SV35 Series hard drive to power this revolutionary new product.

Mammoth Capacities Drive Simultaneous Read/Write

Grandeye needed a hard drive capable of having very large amounts of data continually written to it, even during playback. The SV35 Series drive is optimized to enable the reading and writing of large files to and from different parts of the disk on a near simultaneous basis.

“By having a large storage capacity, we are able to offer about five days of continuous 24x7 high-resolution video recording at a frame rate of 4 fps. This can be optimized by configuring recording to take place at lower frame rates, lower quality, on a scheduled basis or only in response to motion or other alarms being detected.

“Our retrospective capability, by virtue of the fact that our recorded data is at high resolution, means that operators can achieve the equivalent of 7x optical zoom after the fact,” Waters continues.

Keeping a Close Eye on Service and Support

Seagate drive leadership was clearly critical to Grandeye, according to Waters.

“We were looking for products which were server-quality, with AV applications in mind, and Seagate has proved to be a market leader in developing this kind of technology. We found that Seagate had the right technical specifications for our requirements, the best match for price, performance and storage capacity.”

However, the service and support that Grandeye has enjoyed since choosing to integrate Seagate drives has clearly been a massive boon:

“We found that the pre-sales and after-sales technical support has been excellent, and we’re very happy with our relationship with the distributor (Bell Micro)—as well as the support Seagate is offering the distributor, which we consider to be extremely important.”

Why Customers Buy From Grandeye

Currently, Grandeye operates an OEM business model, with products sold to third-party manufacturers and distributors who brand and market them. Some of these third parties are straight manufacturing companies who have their own distribution and reseller network. Others are resellers and system integrators who sell complete solutions.

The benefits enjoyed are the same for all: reduced camera count, simple integration and the peace of mind of knowing that the camera and recorder combination is capturing everything that takes place, independent of the operator.

And of course having ultra reliable, surveillance-optimized Seagate drives inside—backed by the industry-leading Seagate 5-year limited warranty—is always a big plus for customers too.

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Bryan Waters, senior product specialist, Grandeye

To Learn More: Seagate SV35 Series Drives

For more information on utilizing SV35 Series drives, visit www.seagate.com.

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