

## Case Study :

## Pets Play House – Atlanta, GA - USA

### Customer Profile

Pets Play House is Decatur's premier dog care facility, offering the highest quality cage free dog day care.

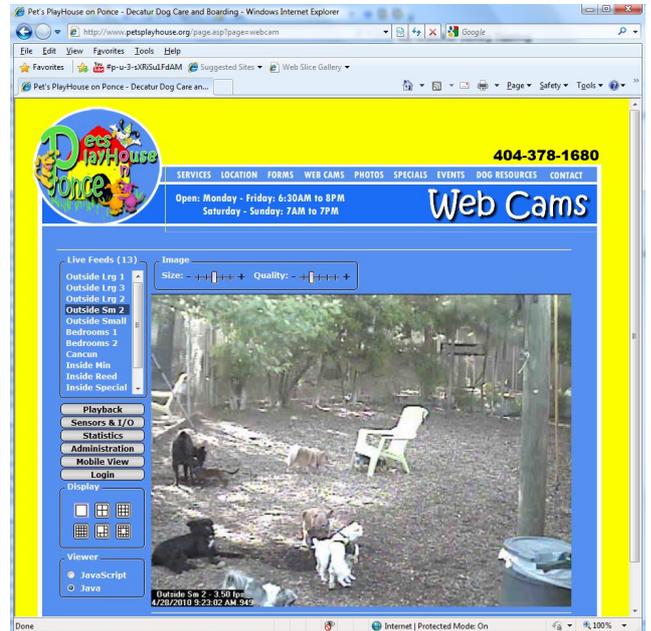
[www.petsplayhouse.org](http://www.petsplayhouse.org)

### Summary

When Richard White opened a new dog care facility in Decatur, Georgia, in an area already served by 3 other competitors, he knew he had to have something unique.

Richard decided that a CCTV system that not only acted as a security system, but also allowed his customers to view their pets remotely, would provide him, with a unique edge over his competitors.

Richard chose iCatcher Partner, Jason Mitchell, from Mitchell Networks LLC because of their experience in CCTV and web design.



### The Requirements

Pets Play House required a flexible solution, offering customizable web integration with comprehensive user permissions. The customer-facing web interface needed to be user friendly and be able to run on any PC, without having to install any additional software, such as ActiveX controls.

The remote viewing needed to be bandwidth efficient and able to cope with several users online at any one time, running through a standard contended ADSL connection.

The system also required the features and benefits of an advanced CCTV system, such as remote monitoring and alerting. Pets Play House also required flexibility in the scheduling and alerting functionality, ensuring the animals don't trigger false alerts.

### The Choice

Numerous DVR and NVR solutions were evaluated, but all those tested required an ActiveX control to be installed to use. Only iCatcher Console offered an ActiveX free remote view, allowing remote access from any PC or browser. The key benefit to this being that even PC's where users do not have permission to install third party software, such as airports, internet cafes and hotels, can be used to remotely view. Combining this iCatcher's flexible alerting system and low bandwidth remote view, made it the obvious choice.

Jason Mitchell, from Mitchell Networks LLC comments "Pretty much every other DVR's web viewer uses ActiveX controls (unsigned at that). iCatcher's interface is OS and Browser independent. That is a really big deal!"

### Mitchell Networks LLC

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### The solution

Mitchell Networks LLC utilized 16 high resolution conventional analogue CCTV cameras, a Euresys Picolo Alert Compact PCIe capture card and the latest iCatcher Console software. 13 of the cameras are available publically to customers, with the remaining security cameras locked down using i-Catchers flexible permissions system.

A standard broadband connection provides the remote access for the cameras. iCatchers' low bandwidth remote viewing protocol, iPeg, lends itself perfectly to bandwidth constrained lines, allowing multiple connections over standard broadband.



The Pets Play House website features a live webcam on the front page, often showing playing dogs in the yard, with another page dedicated to the remaining public cameras.

The flexible alerting system only triggers alerts on the 3 dedicated security cameras and external cameras out of hours, preventing the animals creating false alarms.

### The Result

The result has been a huge hit with Richards' customers and has been one of the main reasons for Pets Play House's success in a market already saturated with other dog care facilities.

iCatcher Console's remote viewing capabilities provide smooth live viewing and

playback to multiple customers over Pets Play's House broadband connection.

The web cams are used extensively every day by happy customers checking on their pets, providing Pets Play House with a unique benefit over local competitors.

### The Rewards

Pets Play House has successfully established itself as the premier pet care centre in the Decatur area, despite the heavy competition.

The rewards extend beyond the owner and staff at Pets Play House. Whether at work or on holiday the reassurance customers get seeing their cherished pets are being well looked after is priceless.

### The Future

Richard would like to add additional cameras to the system in the near future for both security and customer use. As iCatcher Console is a hybrid system these can either be analogue cameras, similar to those used previously, or they can be the latest megapixel IP cameras.

Further expansion includes the addition of various sensors, such as temperature or humidity, with the information overlaid onto the camera feeds.

iCatcher can accept a wide variety of environmental sensors and even control mains powered devices via X10, such as heaters, when sensor values reach set conditions.

To learn more about iCatcher, and solutions that can be built using iCatcher technology, visit our web site at the address below or give us a call on +44(0)1329 835335.

