



Milesight MS C5954 PB



Milesight MS C2954 PB



IP

Control Room
UCM



CASE STUDY

About Red Chillies VFX

Red Chillies VFX is a wholly owned subsidiary of Red Chillies Entertainment . Red Chillies Entertainment is an Indian film production and distribution company established by Bollywood Superstar Shah Rukh Khan and his wife Gauri Khan in 2003. Red Chillies Entertainment has formed a full-fledged film studio in India. The studio's activities span across creative development, production, marketing, distribution, licensing, merchandising and syndication of films in India and worldwide. They are also a premier visual effect company and is considered one of India's leading VFX companies.

Customer Requirement

- Red Chillies VFX runs over 100 creative stations that are operating very high processors and expansive VFX software at their production studios in Malad Mumbai
- These stations are also entrusted with valuable pre release Client IPR and have to be supervised 24 x 7 for security and IPR breaches.
- Red Chillies therefore requires a realtime and smart AI based CCTV surveillance network manning these production desks.
- The cameras have to operate in low light conditions i.e. starlight functions and across wide Field of View area, i.e. outdoor IP 67 and vandal proof K 10 as well as being IP ready and being compatible with their existing centralised monitoring system. The Cameras have on the edge Analytics and ISP call alert facility for real time event driven alarms.

Solution Offered

We understood customer need and application and addressed the pain point for a robust(outdoor weatherproof, easy to operate and Onvif S and G profile enable IP cameras to replace the existing legacy cameras with 256+ encoding this offering higher resolution with lower bandwidth utilisation and Super WDR upto 140 BDM and ultra low light color reproduction at 0.002 Lux.

Challenges Faced

Legacy IP cameras had to be replaced in a phased manner at remote sites with similar or better specifications and results. The resolution had to be improved without loading the network with higher streaming payloads. The latest cameras from Milesight were installed using 256+ encoding this ensuring higher resolution but lower bandwidth utilisation.

About Cohesive Technologies

Cohesive Technologies is a Global Telecom Solution Provider on VoIP and IP Platform As well as a leading Integrator and Solution Provider with the Best Innovative IP Solutions which adds value to Customers through a combination of different high end technologies for a true Converged Solution.

Working with Technology Partners like **CyberData, Grandstream, Epygi, Digium, Milesight, Wi-Tek & Yeastar** helped us delivering state-of-the-art-technology Products to Premise and Cloud based requirements for various companies that span across multiple segments.

Client Profile

Organization:
Red Chillies
Entertainment

Location
Mumbai

Industry Segment
Media & Entertainment

Key Points

- Ruggedized equipment meeting IP 67 and IK 10 specifications.
- Extremely high optical resolution coupled with latest encoders for lowest bandwidth utilisation. MS 5964 PB were models offered.
- Cohesive Technology specializes in converged solutions encompassing SIP based IP Cameras,.
- Cameras needed to have on the edge analytics for customization per supervised area and operate in extremely low light dark room condition of upto 0.002Lux at 1.2f.
- The Milesight camera range was the most cost effective solution meeting these specifications.

Competition Faced

Infinova, Cisco, Axis, Avigilon, Hik Vision

Product Used



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