Hereâ€™s Why You Should Buy a Surveillance Camera...

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Surveillance cameras are not a new thing for the law and enforcement departments all over the globe. But it may be a new thing for the all those shops, offices and banks. Yes, many of them use surveillance cameras and ip security cameras increasingly.

In banks, they are mainly used to track footage of the customers visiting the bank. Nowadays, they are also used within ATM counters to record who is withdrawing the cash. This becomes handy especially in case of bank robberies. Many such cases have been solved just through surveillance camera footages. In offices, they are used to keep an eye on the employees. They are not only used to track how employees spend their time within the office, but also to learn more on how they behave with colleague and within teams. However, using cameras in office has its bad effects also. Some employees donâ€™t feel comfortable working when they know they are being watched. So such cameras can backfire also.

These days, surveillance cameras are mostly used within shops and shopping malls. It helps to track store pilferage to a great extent. Moreover, it is also used as an extended form of mystery shopping, especially in cases of new product launch. Manufacturers usually pay huge amount to track how people react to a new product within the store. They are also used to know how customers react to a particular visual merchandising structure.

In bigger shopping malls, they are used as an effective method to tackle the shortage of security personnel. Since security personnel are not able to reach every nook and corner, such cameras are connected to an ip network, which in turn is connected to the security room. Within the security room, the security personnel can observe everything within the mall through their CCTV footage. With the increasing threat from cross border terrorism, this technology is being used as an effective method to ensure security of people.

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