

# World of Volvo Brand Experience Center

Keeping the World of Volvo Brand Experience Center secure



## Name

World of Volvo Brand Experience Center

## Industries

Venues & Transportation

## Location

Gothenburg, Sweden

## Products

Genetec Security Center, Omnicast, Federation, Streamvault

WORLD  
OF VOLVO

**Volvo Group and Volvo Cars are Swedish multinationals that are leading manufacturers of trucks, buses, cars and more.**

Volvo Group and Volvo Cars have invented many of the most important features in the history of car safety, and the Volvo car technology greatly contributes to keeping drivers safe.

## Ambassador for safety

Safety is part of the heritage of Volvo; their safety vision is zero accidents. But their passion for safety goes beyond the Volvo drivers. It's also the company's priority to safeguard visitors and vehicles at the World of Volvo Brand Experience Center in Gothenburg; an initiative of both Volvo Group and Volvo Cars.

The World of Volvo is a one-of-a-kind brand experience centre, spanning 22,000 m<sup>2</sup>. It's an interactive experience that shows visitors much more than the world beyond Volvo cars; it's a fascinating place where something is always going on. The Volvo Brand Experience Center hosts both permanent and temporary exhibitions of historical, contemporary and future Volvo cars, to captivating performances and shows.

## Safeguard 2.500 visitors per day in the Volvo Brand Experience Center

In addition to the visitors who enjoy the World of Volvo, the location is also used for external events such as book launches

and presentations. In fact, over 2,500 visitors visit the Volvo Brand Experience Center every day. And in line with Volvo's safety strategy, their aim is to offer all their visitors the best safety experience at World of Volvo. That's why since the venue opened in May 2023, Volvo selected to implement [Genetec™ Security Center](#) in addition to over 100 i-Pro cameras. The project was managed by the system integrator Granitor.

Ulf Hermansson is the Facility & Security Manager of World of Volvo and states: "When the beautiful building was opened, our aim was to protect it as thoroughly as possible. To achieve that, i-Pro cameras were installed in the building. To manage those cameras, we've implemented Genetec Security Center which allows us to respond swiftly to any unexpected or suspicious events that we're detecting. We selected Genetec Security Center because it offers a great feature set and it's easy to work with. Ease of use is critical, as several external safety guards are using Genetec Security Center in our central control room."

## Great usability

The security guards are monitoring over 100 i-Pro cameras, including PTZ (pan-tilt-zoom) cameras, fisheye cameras and multi-sensors. Hermansson: "World of Volvo selected the

combination of i-Pro cameras and Genetec Security Center because it allows us to be up and running quickly and because it's user friendly. With Security Center, it's easy to see what's happening and make quick decisions on how to respond. The platform's usability is great, we were up and running in half a day”.

In addition to the Volvo Brand Experience Center, a smaller Volvo warehouse site has also installed Genetec Security Center. It allows World of Volvo staff plus its security guards to monitor the warehouse perimeter. For that reason, thermal SightLogix cameras with PTZ cameras were selected. By using the Genetec Security Center Federation™ feature, they can do alarm verification and gate control. All servers on both sites are Genetec Streamvault™ servers. Genetec Streamvault is a complete line of secure, ready-to-deploy security infrastructure solutions.

### Safe technology in the DNA of Volvo and Genetec

Hermansson adds: “With Security Center, we can now effectively monitor events to safeguard the visitors of the World of Volvo. Safe Technology is in Volvo’s DNA. The quality and features of Genetec Security Center matches our safety standards, using intelligent technology. It ensures that our visitors feel as safe in our building as they would in a Volvo.”



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