



## **Iveda Solutions Warns Holiday Shoppers to Protect Themselves from Thefts, Break-ins and Assaults**

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Mesa, AZ ([PRWEB](#)) November 10, 2008 -- Based on research conducted by Iveda, the average shopping mall has over 100 car break-ins and 2 assaults during the busy holiday season--a 50% increase over the rest of the year. Thieves look forward to this time of year so they can capitalize on common mistakes shoppers make, and everyone suffers, including customers, law enforcement, and the retail community. To combat the yearly problem, some major developers are has begun working with live surveillance companies.

It's not difficult to imagine why. As parking areas fill during the holiday season, shoppers are often forced to park far from mall exits, sometimes in poorly lighted areas. Other patrons jostling through crowded stores while juggling countless bags and hyper children are attractive targets to criminals looking to grab wallets, purses and new purchases. And lone women are the easiest targets.

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With law enforcement organizations stretched to the max and the difficulties of hiring enough security staff for large, sprawling malls, owners of shopping centers are growing increasingly concerned about the effects of holiday crime on their customers and their bottom line.

While security guards certainly help prevent crimes, and cameras can help with prosecution of them, even a well-staffed security force can't cover large areas all the time and most people will not ever bother trying to obtain security footage to prosecute a crime after the fact.

To combat the yearly problem, some major developers are have begun working with live surveillance companies.

"Police and security guards really work hard to prevent these crimes, but they simply can't be everywhere at once. Using existing cameras, and remote surveillance services give security staff multiple pairs of eyes that help protect you during this busy holiday season," says David Ly, President and CEO of Iveda Solutions.

24-hour surveillance like Iveda Solutions gives malls a 360-degree panoramic view. The cameras can be everywhere, or in the most crucial areas, and they are linked by the Internet to monitors watched by employees who can see in real time what's happening at any given moment.

The innovative service can warn a startled intruder through a speaker to leave private property, call the police, and even send police dispatchers an e-mail with a link so they can watch the criminal themselves as they draw



in for the arrest.

The bottom line is that the safer people are, the more they are going to shop. This is especially in a down economy. Innovative surveillance technologies like Iveda Solutions helps everyone keep their holiday cheer. Except for maybe the criminals.

Iveda Solutions, specializes in IP video hosting and real-time remote surveillance services, using a combination of Internet-enabled cameras, a secure data center, and intervention specialists. This proactive versus after-the-fact security solution, monitors facilities live, analyzes, and proactively responds to situations in real time. The human intervention behind the technology makes the difference. Iveda Solutions utilizes Iveda DMR, a proprietary reporting system that provides customers a detailed daily report of events.

Iveda Solutions is based in Mesa, Ariz. For more information, call 800 385-8616 or visit [www.ivedasolutions.com](http://www.ivedasolutions.com).

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