

### Safer Hard Rock Cafe Hard Rock Cafe Berlin banks on safety technology from Tyco Integrated Fire & Security



At the official opening of the Hard Rock Cafe, in April 2010, celebrities from the international and national music scene experienced for themselves the charm and flair of the sophisticated design of the new location. And in the future, world-renowned musicians will also regularly find their way to the new Hard Rock Cafe.

For the operators of the Hard Rock Cafe Berlin one thing is for sure: the guests and artists should feel good. That's why, alongside outstanding entertainment and top culinary creations, the safety of visitors is a top priority for the hospitality professionals.

#### The start

At the start of the construction phase, Tyco IFS, a leading international provider of security solutions, received the contract to equip the new Hard Rock Cafe Berlin with security systems. In close consultation with the customer, the Tyco IFS specialists designed a demand-oriented, customised security solution that took into account both the architectural requirements of the listed building as well as the cafe's design and overall concept at the new location. In just three months, the team, headed by the Tyco IFS project manager Guido Kubitz, implemented a holistic security technology that integrated all task areas and safety zones in an intelligent way.

**"Come to the Hard Rock Cafe" – the American singer Carol King summed it up perfectly in her successful song: A visit to the world renowned cafe is one of the hottest destinations internationally when it comes to steak, burgers, cult music videos, and live acts. In 136 Hard Rock Cafes around the globe, guests can look forward to experiencing the American way of life and music in a one-of-a-kind atmosphere – just like they did at the Berliner Kurfürstendamm 224.**

After relocating, the cafe is now situated in the heart of Berlin in an historic protected Bauhaus building. At the new premises, the operators of the Hard Rock Cafe Berlin rely on security technology from Tyco Integrated Fire & Security.

A touch of rock 'n' roll fills the air: Unique music memorabilia from one of the most important collections captivates guests in every Hard Rock Cafe around the world. In the new Berlin location, some of the priceless treasures that keep the rock and pop cult alive include a handwritten letter by the great King of Rock 'n' Roll Elvis Presley to his fans, and a guitar owned by the legendary Jimi Hendrix. As well as admiring the rare exhibition pieces, guests can look forward to live gigs and American food and drink. At the Berlin cafe a total of 450 square metres spanning two floors with live stages, two bars, and a cocktail lounge provide room for up to 350 guests. A further 100 guests can also enjoy the view of the Gedächtniskirche (Memorial Church) from a large balcony.

## Technology live on stage

Today, an alarm system secures specific rooms with integrated access control technology, while special areas, like cooler boxes, are protected with warning and emergency call devices to ensure a gap-free cooling chain that is electronically monitored on a continuous basis. In this way, guests at the Hard Rock Cafe can be sure that they will always enjoy well-cooled drinks and fresh meals.

To protect visitors, employees and material assets, a video monitoring system comprised of dome cameras with integrated infrared lighting is installed on both floors of the cafe. Even when it gets dark in the auditorium – for example, during a live act on the stage – the cameras convey high-resolution video images in black and white. Colour images are relayed during daylight thanks to the automatic infrared function. So everything remains in view, no matter what kind of lighting conditions currently prevail.

At the heart of the security system is the video management system Intellex®, which controls and administers the digital video images. To aid in this task the video management system offers

diverse tools including, multiplexing, alarm and incident identifiers, audio, text and video recordings, and a wide array of archiving and search functions.

Furthermore, the operators of the Hard Rock Cafe Berlin can call up live and recorded video images at the same time. When it comes to the requirements of data protection, the video monitoring ensures more security on-site and in case of doubt, also provides for legally valid documentation through the stored video images.

## Have a good time

When it comes to safety visitors to the Hard Rock Cafe Berlin appreciate the good service to the same extent as the cafe's operators do. "With this contract we were again able to gain the unrestricted confidence of the customer, and therefore continue the successful global collaboration with the US-based company," explained Tyco IFS project manager Guido Kubitz. Visitors from all corners of the globe can therefore continue to celebrate rock 'n' roll in safety and true to the original style of the cult Hard Rock Cafe Berlin – "Come to the Hard Rock Cafe".



## About Hard Rock International

With a total of 175 locations in 55 countries, including cafes, hotels and casinos, Hard Rock International is one of the world's most globally recognised brands. Hard Rock International, Inc. belongs to Seminole Hard Rock Entertainment, Inc. [www.hardrock.com](http://www.hardrock.com)

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