



The small camera that
makes a big difference

Calla Body Cameras in Action



“We have seen in some of the reports from the pilots that people have backed down, calmed down and walked away from situations. I think just the fact that people can see themselves behaving in an unpleasant way can sometimes be enough to calm people down and de-escalate themselves to actually walk away from the situation before it turns into something more significant.”

Phill Brown Head of Risk & Safety
for the Society of London Theatre
and UK Theatre



calla.co/case-studies/retail

Watch video here

Body cameras in retail and hospitality

Phill Brown Head of Risk & Safety for the Society of London Theatre and UK Theatre says that “The challenges facing theatres today are probably quite similar to retail with increasing levels of aggression towards staff.”

As a result, some West End theatres have trialled body cameras to see if they can help make a difference and protect staff.

“Staff don’t feel it’s intrusive but see it now as part of their uniform and as a result feel more supported and more motivated. Currently the cameras are being used mainly to de-escalate potential incidents. That’s when the cameras come in to their own. The usher will be the first person to try to resolve a situation with the camera on, and if that doesn’t work then venues have protocols to call a senior manager. The management feel more empowered too. If they have to face a dangerous situation, they’ve got an additional tool that will support them.”



The Challenge

Increasingly, retail staff are facing situations at work where body cameras could make a positive difference.

Reported violence with injury has doubled in a year to

6 per **1000** workers

13 individuals
13 individuals were injured every day of the year

The total direct cost of retail crime has risen to just over

£700m

Figures from the British Retail Consortium's 2017 retail crime survey

Why Calla Body Cameras

Body cameras have been proven to deter aggression and provide an independent account of incidents in law enforcement.

Body cameras can:

- ✓ De-escalate situations
- ✓ Reduce disruption
- ✓ Record an independent account of what happened

But it's not just law enforcement who face situations where body cameras can make a difference. Retail staff are regularly in situations where they face disruption or aggression. We wanted to create a body camera that would be suitable for this environment but afford the same features of security and ease of use.

Calla is a small, secure body camera with a front facing screen and cloud based video management software service.

How Calla Can Help

When people see themselves being recorded on Calla's front facing screen, they tend to calm themselves down.

But if a situation does escalate, the user has the confidence that there is a full recording of the incident showing an independent account of events. The camera therefore isn't recording all the time, only when the user deems it necessary - in line with agreed policies.

Videos recorded are stored securely on the cloud and can only be accessed by authorised users.





How It Works

One

Staff member comes across a situation that warrants turning the camera on.



Two

The staff member turns the camera on and makes it clear he is recording.

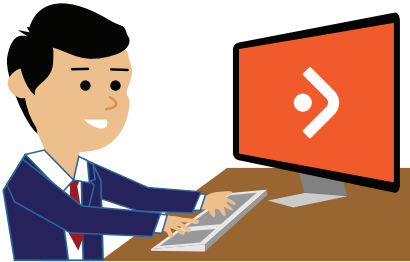
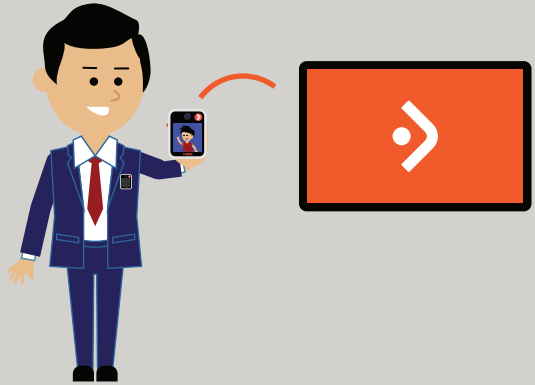
Three

The staff member continues to deal with the situation as normal until it is resolved.



Four

Staff member securely uploads the footage to the dedicated, Government-approved secure cloud account.



Five

Unimportant video is deleted after 31 days. Important video may be kept longer.

Important video can be only viewed by authorised members of staff.

Six

Video helps resolve situations quicker getting staff members back to doing what they do best.



Calla Camera



Front facing screen

Studies show that when people can see they are being recorded it can help calm them down and avoid conflict, and that's just what Calla's screen does.



Encryption

Calla cameras are AES 256-bit encrypted and video footage can only be accessed by authorised users logged into their Calla Account.





One touch record

Having a single, quick and simple action to turn the camera on makes it easy for users to start recording. Our intuitive red sliding switch is a positive action that confirms activation and is easy to operate for staff on the go.



Flexible mounting

Calla is lightweight and can be attached to any clothing using a variety of mounting options - lanyard, crocodile clip or a magnetic mount.

Calla Account



Everything online

All the videos you record are stored online in a secure cloud account powered by Microsoft Azure. Only you can access these videos by logging into your Calla Account, from a computer or mobile.



Totally secure

Because your data is stored on the Government approved Microsoft Azure cloud platform, you benefit from regular backups and all the world-leading security features you'd expect - automatically updated to the latest version daily.





Search



Review



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Share



Easy to use

Auto video uploads and custom retention policies are just some of the features that make using your Calla Account simple and straightforward. Securely share files and set user permissions to easily manage your videos.

Access is controlled through permissions and user roles so only authorised users can view or share videos.

Custom retention policies ensure videos are only kept for as long as necessary and then auto deleted to maintain compliance.



Automated redaction

Simple and easy to use, the built-in redaction tool enables users to obscure individuals, overcoming data protection and privacy concerns.

Technical Specifications

Dimensions	Height: 54mm Width: 41mm Depth: 17mm
Weight	90g
Screen	1.54"
On Screen Display:	Resolution, Frame Rate, Date, Time, Memory Available (GB), Ongoing Recording Length, Battery Level (%), Recording Indicator, Evidential Recording Indicator.
Battery	90 minutes
Memory	2.5 hours (8GB)
Video	720p
Frame Rate:	30 fps
Encoding:	.MP4
Audio Encoding:	Advanced Audio Coding (AAC)
Audio Alarms:	Power On/Off, Record Start/Stop, Low Battery and Low Memory
Encryption:	AES 256-bit
Operating Temperature:	5°C to 35°C
Protection:	IP54
Certification:	FCC CE

Pricing

BASICS	SMALL BUSINESS	ENTERPRISE
Calla Body Camera	£249.00	£249.00
Calla Account	£15 per month	£23 per month
Storage	50hrs	100hrs
Playback and download allowance	10hrs	20hrs
FEATURES	SMALL BUSINESS	ENTERPRISE
Unlimited users	✓	✓
Access anywhere	✓	✓
Secure sharing	✓	✓
Camera encryption	✓	✓
Camera uploads	✓	✓
Clipping and snapshots	✓	✓
Personal issue	✓	✓
Book out to user	✓	✓
Book out to location		✓
Custom user roles		✓
Custom retention policies		✓
Reports		✓
Redaction		✓
Cloaking sensitive files		✓
SUPPORT		
Phone support		9AM - 5PM
Email support	9AM - 5PM	9AM - 5PM
Contract length options	1-3 years*	1-3 years*
Minimum contract length	12 months	12 months
Full manufacturer's warranty**	1 year	1 year

* discount available for 2-3 year length contracts.

** Enhanced warranty available.

Prices exclude VAT. Terms and conditions apply.

Calla Cloud Account only available with the purchase of Calla cameras.

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