



## Georgia Convenience Store Does it All with 3xLOGIC Video Surveillance

**3xLOGIC**  
VIDEO MANAGEMENT | **VIGIL**

### THE SITUATION

The Lizella, Georgia 10,000 square-foot convenience store is owned by Belinda & Clifford Calloway and is just one of the businesses the two entrepreneurs own. The location is a convenience store, gas station, and restaurant, and employs 8-12 people depending on the season.

### THE CHALLENGE

When the multi-function facility was built, Cliff Calloway was looking to install a new video surveillance system during construction. “I’d had experience with three different video systems already.” Calloway knew the shortcomings of those other systems—installation hassles, but mostly the difficulty of effectively using and maintaining the system on a daily basis.

### THE SOLUTION

Currently, BC Express Mart has 22 3xLOGIC cameras covering all cash registers, the drive-thru, various coolers, pump stations, areas within the restaurant and kitchen, and a 360-degree camera installed in the middle of the store watches out for shoplifters. “We’ve had experience with three other video systems, and we’re most pleased with 3xLOGIC—the ease of accessing and managing the system and the clarity of the images, we’ll never go with another camera system.”

### THE BENEFITS

- 3xLOGIC video surveillance systems are popular with single store owners like the Calloways, and all the way up to mega-convenience store operations with thousands of locations.
- One major advantage with 3xLOGIC is the ability to scale from a handful of cameras to tens of thousands of cameras, all managed from a single, easy-to-use platform and GUI.

- Cash register cameras are integrated with the store’s POS system to enable close investigation of any questionable transactions. Calloway also takes advantage of the 3xLOGIC Cloud application to store and retrieve video footage without using server capacity.
- “Our cameras show us everything—customer count, what employees are doing, if someone is tampering with the pumps—we haven’t had an incident where we re-wind and the video is not there.”

*“Overall, we’re very pleased, we’re so spoiled by 3xLOGIC, I wish I could put a camera everywhere.”*

*— Clifford Calloway, Owner, BC Express Mart*

- “Ease of use, image clarity, and the amount of data our system stores are excellent, and we get a lot of peace of mind being able to remotely view the entire store at any time,” concluded Calloway.

### THE PRODUCT

VISIX IP Cameras come in all shapes and styles, offer the performance and clarity you demand, and have the best pricing on the market. With VISIX IP Cameras, you have the flexibility and freedom to choose the camera that fits your needs without compromising.

12000 Pecos, St, Suite 290, Westminster, CO 80234  
[www.3xlogic.com](http://www.3xlogic.com) | (877) 3XLOGIC

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