

IDIS Americas' remote surveillance tech puts Gas Monkey Garage in the driver's seat as another exciting new venue opens



Industry

Automotive & Retail

Customer

Gas Monkey Garage

Region

South Dakota & Texas

IDIS Partners

KB Technologies

Background

Gas Monkey Garage grows with passion for custom automotive lifestyle, entertainment, and American culture



Gas Monkey Garage, founded by **Richard Rawlings**, is a well-known automotive custom shop and entertainment brand that has become a cultural phenomenon. Building on the brand's popularity from shows like *Fast N' Loud*, founder Richard Rawlings has taken his passion for custom automotive lifestyle, entertainment, and American culture even further with the launch of a vibrant restaurant and bar in South Dakota – Gas Monkey Sturgis.

The new venue has quickly become a much-loved gathering spot, and it's right at the heart of the local community during the annual Sturgis Motorcycle Rally, the largest motorcycle rally in the United States.

Challenges

Need for reliable and advanced remote video monitoring

With success depending on giving every customer the highest quality service – and a fun, exciting atmosphere – Gas Monkey Sturgis needed a top-tier video surveillance system to keep the always expanding business running smoothly.

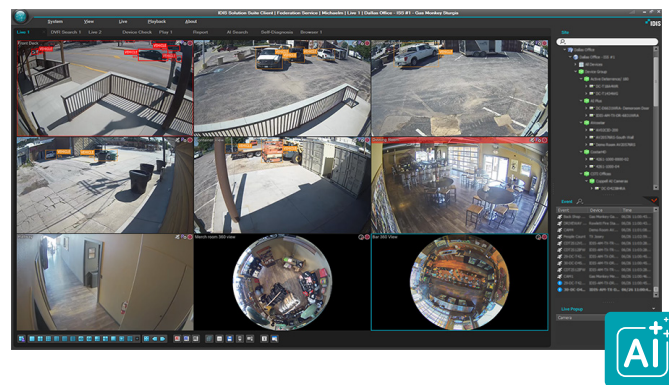
- A robust, reliable surveillance system was needed to cover both the interior and exterior of the location.
- Remote monitoring would be managed from Gas Monkey's headquarters in Dallas, TX, 1,200 miles away.
- Full visibility was needed over the bustling bar and busy parking lot, especially during high-traffic events like the Sturgis Motorcycle Rally.
- The video solution had to be delivered within a non-negotiable 3-month timeframe ahead of the grand opening, and installation work had to align seamlessly with an extensive site remodeling program.

Solution

High-performance IDIS cameras and an easy, feature-rich operating system

KB Technologies, a trusted integrator for Gas Monkey Garage, handled the installation of the IDIS Americas' fully NDAA-compliant system, which included:

- IDIS 5MP AI IR Dome Cameras, which deliver superior image quality in variable and challenging lighting conditions, including complete darkness, thanks to their LightMaster NIR technology, which enhances night vision capabilities. The camera supports H.265 video compression, significantly reducing bandwidth and storage requirements. They feature advanced AI capabilities, including object detection, classification, and behavior analysis, to allow enhanced monitoring with accurate automated alerts to events of interest, such as suspicious activity.
- IDIS 5MP Fisheye cameras provide Gas Monkey Garage with the most efficient route to achieving complete scene coverage of wide areas in high definition. Each Fisheye camera typically provides the same coverage as three or more conventional models, reducing upfront costs, installation time, and ongoing maintenance.
- The VMS platform, IDIS Center, is license-free and includes all the essential live-view, playback, export, and control tools that make it easy for authorized operators to manage operations centrally. Specific user permissions provide senior managers and system administrators with appropriate access.
- The IDIS Mobile Plus app lets Richard Rawlings and his senior team manage the system not just from their workstations at the Dallas HQ, but also on the move, with full visibility and control via their phones or tablets.



- **Remote monitoring and enhanced security:** Richard Rawlings' team can now oversee activities from 1200 miles away, with high-definition video for both live monitoring and forensic review.
- **IDIS's advanced AI analytics** support Gas Monkey Garage's management team with automated alerts, resulting in unbroken vigilance and easier monitoring.
- Gas Monkey Garage can now deploy team members more efficiently, ensuring **faster response times and the best customer experiences**. Image clarity, plus wide scene coverage without blind spots, ensures complete visibility, optimal site management, and team coordination. This is particularly beneficial during busy times, including the Sturgis Rally.
- The IDIS solution comes with all the benefits of failover protection against video data loss in the event of network failure; multi-layered cyber security protection; extended product life and warranties; easy upgrade options and flexibility built in; and an **industry-leading low total cost of ownership (TCO)**.
- The project will evolve as Gas Monkey continues to expand. IDIS's flexible, scalable technology allows upgrades, enhancements, and system expansion, meaning that **Gas Monkey Garage will never be stuck with outdated video infrastructure** that's a barrier to its exciting growth plans.



Results

AI-enhanced remote monitoring and the flexibility for future growth

IDIS Americas gave KB Technologies full support and free training to deliver the complete, end-to-end video solution ahead of schedule. Plug-and-play installation and instant operability of all system components made the project fast and straightforward.

"Let me tell you, the IDIS system at Gas Monkey Sturgis is badass! Crystal-clear video, remote access, and top-notch security—this setup has been a total game-changer for us. When you've got thousands of people rolling through during the Sturgis Rally, you need eyes on everything, and IDIS delivers. It's helped us keep things locked down and running smoothly, making sure the party never stops. If you're serious about security, this is the way to go!"

Richard Rawlings
Owner and Founder of Gas Monkey Garage



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