

Watford, March 25, 2013

Axis brings new dimension to Bonhams' global bidding application

Bonhams, one of the world's oldest and largest auctioneers of fine art antiques, has utilised the power of Axis cameras to bring live video feed to its worldwide 'LiveBid' bidding application.

The indoor surveillance system installed at the world-famous auction house incorporates AXIS P5534 PTZ Dome Network cameras that have been introduced to its existing LiveBid bidding application to provide a live sound and video feed meaning that bidders could not only hear the auctioneer but actually see them.

Robin Porter, business development manager of Quru who installed the system, said: "We have worked with Bonhams to streamline its IT and develop a bespoke ERP application to manage its entire auction process. Taking this a step further, we developed an interactive application, LiveBid, that would allow registered users to bid live on auction lots from anywhere in the world.

"We developed the video application and started the pilot at Bonhams New Bond Street HQ and the trial coincided with a renovation of the building so the solution could be installed at this time."

The initial proof of concept was trialled for six months before it was rolled out and uses AXIS P5534 Network Cameras specified and provided after close collaboration between Axis and Axis partner, Azlan, the Enterprise Division of Tech Data Corporation.

Matthew Girling, CEO Europe, Bonhams added: "We wanted to make the auction process accessible to those parties that cannot make it. Auctions shouldn't be exclusive to those that can attend, and telephone bids require an intermediary.

"Video has made improvements to our business that we could not have conceived before the trial. Historically, surveillance cameras and CCTV were something that we saw purely as a security measure and not a tool we could use to really improve the way we run our business."

Atul Rajput, regional director for Axis Communications in the UK concluded: "This is a great example of the convergence away from analogue CCTV to digital IP surveillance. It is capable of so much more than traditional security, offering business intelligence and real opportunities for IT integrators as well as flexibility in the way that footage can be accessed and analysed - especially when it is teamed up with the power of online analytics."

"All our cameras provide Bonhams with the benefits of remote access via the internet and excellent HDTV-quality images, both of which are much harder to achieve with legacy analogue systems. The LiveBid system has been so successful that it has been rolled-out to other Bonhams'

auction houses across the globe.”

The AXIS P5534 PTZ Dome Network Camera offers HDTV-quality video and an 18x zoom for indoor surveillance applications. With an IP51-rated protection against dust it is ideal for use in demanding environments including warehouses and shops, so was the perfect model for Bonhams’ auction rooms. Day and night functionality also ensures high image quality in low light conditions.

For more information about Axis Communications visit www.axis.com.

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About Axis

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analogue to digital video surveillance. Offering network video solutions for professional installations, Axis’ products and solutions are based on an innovative, open technology platform. Axis has over 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 172 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.

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