

London, October 20, 2009

## **Axis network cameras ensure safety and security of staff and pupils at Excelsior Academy**

**Axis Communications, the global leader in the network video market<sup>1</sup>, has created a safe learning environment for pupils and staff at Excelsior Academy.**

With vandalism a problem in many secondary schools across the UK, Excelsior Academy, a joint school venture based in Newcastle Upon Tyne has installed Axis 216 Fixed Dome network cameras in all shared areas across its five schools and colleges in an effort to prevent incidents.

The academy was keen to ensure the safety and security of staff and pupils at all times as Peter Snowdon, business manager, Excelsior Academy, explains: "When the academy first opened, our pupils weren't really aware of our cameras and the impact they could have on their actions.

"However, this soon changed. On numerous occasions we have been able to positively identify the instigators of inappropriate conduct due to the image quality the cameras provide. And, because we had the evidence, on more than one occasion, one of our pupils was reported to the police and charged with criminal damage. The pupils have seen that we take such incidents seriously and due to the widespread presence of our cameras they know that there is nowhere to hide. As a result, less incidents of vandalism or other inappropriate behaviour have been reported.

"Without doubt the camera presence has helped modify behaviour in the school and helps create a safe environment for all staff and pupils. Although difficult to quantify, we have definitely received an excellent return on investment from our surveillance equipment by preventing a lot of unnecessary damage and inconvenience."

Peter Houllis, managing director, from 2020 Vision, who recommended and installed the network video solution, commented: "We recommended IP-based surveillance as it offers a host of benefits that will help create a secure and safe learning environment at the academy. The flexibility offered by network cameras allows staff to log onto the system from the office or remotely and for footage to be shared across the academy's network."

Phil Doyle, managing director, UK & Ireland, Axis Communications, added: "All children should be entitled to learn in a safe environment. Unfortunately this isn't always the case, as both pupils and staff are increasingly being subjected to disruption and violence in school.

"Our experience of working in the education sector has enabled us to see first-hand how the presence of cameras can help reduce or prevent acts of violence and vandalism."

The Axis 216 FD is a discreet, compact and cost-efficient solution that offers effective protection against tampering and is an ideal solution for indoor environments which could potentially be exposed to vandalism, such as schools. It also has built-in two-way audio capabilities including an audio detection alarm which allows for real-time communication with visitors and intruders.

**Notes to editors**

*1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2008 Edition' published in November 2008.*

**About Axis Communications**

*Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms. Axis is a Sweden-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Nordic, under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)*

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**About Excelsior Academy**

*Excelsior Academy is a new concept in secondary education. With a model that is the first of its kind in the UK, the academy will play a major role in the regeneration of the West End of Newcastle. It is made up of five 'schools within a school' and delivers education and learning opportunities to a capacity of 1,800 students aged 11-18. For more information on Excelsior Academy, please visit [www.excelsiornewcastle.org.uk/index.htm](http://www.excelsiornewcastle.org.uk/index.htm).*