

London, September 2, 2009

Axis Communications hosts seminar on how IP surveillance can benefit the retail sector

Axis Communications UK, the global leader in the network video market¹ is hosting a seminar on 29th September in Northampton to demonstrate how retailers can use IPbased surveillance solutions to do so much more than just security.

The seminar 'Making a difference for retail' will see Axis Communications and partners Genetec and Alpha Vision Design (AVD) showcase a range of surveillance solutions which help retailers to better understand customer shopping patterns, manage their in-store video and audio applications and integrate their in-store security systems.

Former head of loss prevention for HMV Europe, Andrew Martin will also be at the event to offer advice on how IP-surveillance solutions can be integrated with retailers existing security solutions to help effectively combat shoplifting.

Phil Doyle, managing director, Axis Communications UK said: "IP-surveillance systems offer a real return on customer investment when retailers make the most of their solutions. The use of IP-surveillance can help retailers better understand how and why customers make certain decisions when shopping and this in turn can lead to an increase in sales.

"IP-surveillance can also greatly enhance security when it is integrated with retail tagging, EPOS and access control systems. The store's security team becomes better connected and can help significantly reduce shrinkage."

Niall Dorr, commercial director at AVD will be presenting at the seminar on video analytics such as people counting and footfall analysis. These key metrics in the retail industry have been difficult to measure accurately until now.

The seminar will take place on 29th September at Highgate House, Creaton, Northampshire. It is free to attend and anyone interested in attending can register at www.axis.com/promotion/partner/uk/seminar or contact Alexandra Turner on tel: 01462 427910 or by email to Alexandra.turner@axis.com

Hitchin based, Axis Communications offers a wide range of network video solutions and counts Lidl and Hughes and Hughes among its client base in the retail sector.

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) 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

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