

London, August 11, 2009

## **Axis' IP-based network cameras help ensure staff and pupil safety in schools**

**Axis Communications UK, the global leader in the network video market<sup>1</sup> highlights the importance of network surveillance in reducing high rates of vandalism and crime in UK schools and colleges.**

With reports of vandalism, truancy and violence in schools constantly in the headlines, the education sector is keen to find ways to curb destructive acts and unruly behaviour. The increasing use of IP-based network cameras has proven to help reduce willful damage to school property. Refurbishment costs are reduced, delivering a measurable return on investment and staff and pupils benefit from a nicer, safer working environment.

However, while some teaching bodies have expressed concerns that cameras will be used for the covert surveillance of pupils and staff, Axis is keen to highlight how the presence of cameras is a vital tool in the protection of both staff and pupils during school hours as well round the clock surveillance of school property.

Phil Doyle, managing director, Axis Communications UK said: "The safety and security of all staff and pupils in schools isn't something that a school, college or university wants to leave to chance. Our experience of working in the education sector has seen first hand how the presence of cameras can help reduce or prevent acts of violence or vandalism.

"Unruly pupils soon realise that they have nowhere to hide if they commit an offence and as a result many of the schools and colleges we have worked with claim incidents of these types are at an all time low thanks to the cameras."

Network video cameras are the ideal solution for the school environment as images are stored on the network and staff can log-on to the system from an office or remotely to view an incident. Axis network cameras are tamper proof and produce high quality images which allow staff to clearly identify culprits making the images compelling evidence and because they are on the network, they can be shared easily.

One of Axis' customers, Treviglas Community College in Cornwall is an example of a school that is reaping the benefits of an IP-based surveillance system. Its previous analogue system had left staff compromised as when an incident had taken place, the images recorded were not clear enough to categorically identify the culprits involved.

Since investing in an Axis network video solution however, the college has seen a significant decrease in these incidents. Headteacher of the college, Helen Mathieson explains: "The surveillance system is now an effective deterrent against any intrusion and anti-social

behaviour on college grounds.”

Knowsley Community College has also benefited from Axis Communications’ network video. The Merseyside-based college has been victim to a number of undetected acts of vandalism as the existing analogue CCTV system had not been capable of the level of coverage the college needed. Pupils, their parents and staff were all concerned that the situation could escalate. Following the installation of the Axis network video solution, the college has 100 per cent coverage which means the vandals won’t be getting away with it in the future.

Hitchin based, Axis Communications offers a wide range of network video solutions and counts Knowsley Community College, the Royal Academy of Arts and the University of East Anglia among its client base in the education 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](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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