

Watford, April 8, 2014

## Axis is the perfect fit for fashion giant

**International apparel brand SuperGroup has turned to Axis Communications, the global leader in network video, to replace its legacy, outmoded surveillance system in order to improve safety and security across its European store network.**

Founded in 1985, SuperGroup has developed to design and sell a wide range of premium men's and women's clothing under its flagship brand, Superdry. With over 100 UK and European standalone stores and over a further 250 UK and international concessions, franchised and licensed stores, it required a modern, feature-rich surveillance system that was simple, scalable and aesthetically pleasing.

Scott Brothers, retail business development manager for northern Europe, Axis Communications explained: "SuperGroup had a very specific set of requirements. From a security perspective, it needed a state-of-the-art surveillance system that would provide greater coverage of the shop floor and high-risk areas, it also needed high-definition image quality and network video capability for better identification of offenders.

"However, any system had to be inconspicuous and aesthetically pleasing to the strict design and layout of the stores that is governed by the brand."

Darren Conway, health and safety and loss prevention manager at SuperGroup added: "We have a very specific aesthetic in all our stores, characterised by dynamic, low-level lighting, reflective surfaces and LED signage; we've found that a lot of cameras lose image detail in these conditions."

Working closely with video management software and network video recording specialist, Wavestore, Axis was able to design a custom surveillance solution which met all of SuperGroup's requirements and fitted in perfectly with its unique store design. AXIS M30 and AXIS P33 series ultra-compact fixed dome cameras were chosen for the SuperGroup UK installation due to their crystal-clear picture quality and broad field of view, utilising Axis' unique Corridor Format display.

Darren continued: "With our old system, we had to flood each store with around 30 analogue cameras. In such a confined space, they really detracted from the look of the store fit-out and we still had an unacceptable number of blind spots. With Axis cameras we've now reduced the number of cameras in our stores to between six and 12 which cover the entire store in perfect HDTV quality.

"Not only have we been able to reduce the camera count at each store by between 60 to 80%, feedback from our store managers has been fantastic with incident identification now up to 100%."

The installation has been so successful that Axis and Wavestore are currently trialling further integrations in SuperGroup's UK stores, such as a system to automatically notify nearby staff when a customer enters the fitting room area.

Scott continued: "The SuperGroup partnership is yet another example of how Axis is being specified by some of the UK's leading brands to deliver cutting-edge solutions to improve security and the wider customer experience.

"We are increasingly working with large retailers who are keen to sweat their assets and maximise the potential from a state-of-the-art network video systems. Using smart analytics to complement the surveillance system and for more than just loss prevention and security, can really deliver a measurable return on investment. Retailers are really embracing the business benefits of using network video in other areas such as marketing, visual merchandising and retail operations."

Justin Wheatley, director of engineering at Wavestore said: "This was a great project to work on and provided us with an opportunity to work in harmony with Axis to deliver the best solution for the client. We know that we can always rely on Axis cameras to deliver excellent quality images and offer real value."

Following the successful installations in six of SuperGroup's UK stores, there are plans to install the new system in another 30 stores over the coming year. Darren concluded: "We've been very impressed with the system so far and are about to trial some more advanced functionality when we install the system into our next new store opening.

"Whenever we've presented Axis and Wavestore with a problem, they've come back with an almost immediate solution. At every stage of the installation, Axis' support and customer service has been second to none."

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***About Axis***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.*

*Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).*

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### **About Wavestore**

*Wavestore is a powerful and user-friendly Linux based video recording and management system, which is able to simultaneously record images captured by combinations of analogue, IP, megapixel, HD, HDcctv and 360 degree cameras.*

*Wavestore is committed to an open platform philosophy. This enables it to integrate and work closely with camera manufacturers and other third party technology partners to offer a comprehensive security solution which can include video analytics, access control, command & control, PSIM, motion detection, license plate recognition, abandoned object and intruder detection, people counting, perimeter security detection and traffic monitoring systems.*

*Wavestore's video management software is ONVIF Profile S Conformant. Profile S describes the common functionalities shared by ONVIF conformant video management systems and devices that send, configure, request or control the streaming of media data over an IP network, and includes specific features such as PTZ control, audio streaming and relay outputs.*

*A Paradigm Shift in the approach to VMS: The expertise of its hardware and software development teams ensures that Wavestore is able to quickly react to rapidly changing market demands and many of the features incorporated into Wavestore V5 have been introduced as a direct result of listening and responding to customer requirements. Some of these features are unique to Wavestore, such as de-warping software, which facilitates the recording and display of the fisheye images captured by 180 and 360 degree panoramic cameras.*

*Developed on the Linux operating system, Wavestore's DVRs, NVRs and HVRs are rugged, reliable and straightforward to install, configure and operate. Wavestore systems are also easily expandable and upgradable as and when a client's requirements change, whilst Wavestore's powerful SDK and metadata capability enables integrated security solutions to be developed to provide a rapid response to dynamic events.*

*Available as a fully assembled server or to OEMs and system integrators as a VMS, Wavestore has a proven track record of reliable performance in high integrity security and surveillance applications. It is able to fulfil applications from small standalone systems up to large distributed server networks with thousands of cameras and detectors.*

*Visit: [www.wavestore.com](http://www.wavestore.com)*