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Axis provides ‘most innovative’ solution for convenience retailer

The AXIS Camera Companion system has been voted the ‘most innovative’ solution available by an independent panel at an innovations showcase for the Association of Convenience Stores and was chosen to be installed at a branch of national convenience retailer, NISA.

Axis Communications and partner, Defence Security were selected for the installation following an initial proof of concept trial. Axis led the trial at the NISA Local in Birmingham where store owner, Rav Garcha challenged them to expand the functionality of his current analogue set-up – including remote central monitoring, mobile accessibility and the option to integrate cross-functional retail analytics.

Daren Lang, Axis’ regional business development manager, northern Europe said: “What they needed was a small, cost-effective solution that was not only easy-to-use and set-up but one that was innovative and could grow with the business plans of the store – The AXIS Camera Companion system was perfect.”

AXIS Camera Companion is an easy-to-use video surveillance solution optimised for small systems up to 16 cameras. It consists of a software running on standard Axis cameras, storage on SD cards or Network-Attached Storage (NAS) devices, software clients for PC and smartphones, and standard network equipment. It offers future-proof IP advantages such as digital HDTV image quality and optimised bandwidth usage with Axis Mobile Streaming.

Dave Brown, business development manager at Defence Security, added: “The store’s system often experienced faults and system failures and needed a wholesale upgrade. In comparison, the flexibility and image quality offered by Axis cameras is streaks ahead. Even its smallest camera achieves two-and-a-half times the picture quality of most analogue systems.”

As part of the store’s upgrade, Defence Security replaced 16 conventional cameras with a range of Axis compact dome and fixed lens cameras. Various featuring video motion detection, active tampering alarm, two-way audio and integrated passive infrared sensors, the cameras capture the entire store in full HDTV image quality. An inbuilt microphone and speaker system also allows staff to communicate directly with customers at the critical point of sale area in the store. The cameras’ superior image quality and reliability also mean that footage is of evidential quality and certified for use in court.

Using Axis’ Corridor Format, the cameras record footage in vertical aspect ratio, which is better suited than traditional landscape format for monitoring the narrow aisles in the Nisa Local store. The system is also fully open to future high-spec integrations that use surveillance data to analyse

staff levels, peak trading hours, customer footfall and buyer behaviour. Data can also be collated to inform staffing policy, store layouts and the relative success of special promotions or offers.

Nisa Local store owner, Rav Garcha commented: “The great picture quality and advanced audio detection features are incredibly important. In the past, we’ve experienced armed robberies and several incidences of abusive behaviour and threats being made towards staff. Axis’ cameras can be relied upon to not only see these incidents in perfect detail, but they can also hear and record what is being said.”

Despite reducing the store’s overall camera count, the new AXIS Camera Companion system has significantly increased surveillance coverage in the store, as measured against the retailer’s historic analogue system. The success of the installation at the Birmingham store has resulted in the installation of a network video encoder at Nisa Broadway.

Rav concluded: “We’ve been incredibly impressed with the entire AXIS Camera Companion package – from ease of installation, right through to the end product. We now have a bespoke surveillance system setup and analytics capability that will make a real difference to business profitability.”

Read the full case story.

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About Axis Communications

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 1,900 dedicated employees in more than 40 countries around the world, supported by a network of over 75,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com

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