

Watford, February 2, 2016

Axis Experts Attend RBTE 2016 in London

Axis Communications, global market leaders in network video and experts in retail technologies, are to attend the Retail Business Technology Expo 2016 in London in March.

The team from Axis will be at stand number 330 at the show which is being held from 9th to 10th March 2016 at Olympia, London.

Axis is a leading expert on retail surveillance and every year produces an independent study carried out by the Centre for Retail Research, Nottingham, (or CRR). This reveals the use and future intentions of retail CCTV users in Denmark, Finland, Ireland, Norway, Sweden and the UK and the latest report has revealed:

65% retailers want a system that supports POS fraud reduction strategies

70% want to access their stores remotely

59% see customer insight analytics as a key driver towards network video

According to Axis the quality of image is vital to retailers. They want high quality images available remotely that both help them prevent stock loss and also better understand customer behaviour so they can maximise sales. Axis works closely with partners in 179 countries delivering leading solutions to customers all over the world. Since its outset, Axis has worked through an indirect sales model – selling to distributors who then sell on to system integrators and resellers who, in turn, sell to end customers. This means everyone works with specialist competencies at every stage, from distribution to installation, giving end customers the very best of the best.

Axis provides a complete range of solutions, whether customers need a smart system for basic surveillance or a more advanced system for security on a larger scale. The Axis video surveillance solution for small systems is made up of cameras, SD cards, AXIS Camera Companion and mobile viewing apps.

And for large or complex sites, they can be kept safe with an advanced security and surveillance solution based on Axis' open IP products. Combined with hardware and software from the wide range of Axis partners customers can create a customized or specialized solution that meets business and operational needs.

All of the systems are easy to install, and everything is designed with open IP standards that easily connect with existing IT infrastructure.

Andy Martin, Axis Retail Business Development Manager, said: “We have worked hard this

year to strengthen the partnerships with integrators and software developers to provide retailers with the very best solutions available and will feature small footprint and enterprise solutions on the stand this year.

“There will be something for every type of retailer and applications that are cross functional. From POS fraud reduction and intruder verification through to customer insight and age and gender recognition, Axis is at the forefront of driving value from network video in retail and look forward to seeing the many different retail stakeholders that attend RBTE.”

Cameras on display at the show will be:

- AXIS P3225 with Zipstream and Wide Dynamic Range technology -

<http://www.axis.com/products/axis-p3225-lv>

- AXIS Q3505 with Facial Recognition (intelligent video app) -

<http://www.axis.com/products/axis-q3505-v>

- AXIS M series cameras that are flexible, scalable and represent good value for money -

<http://www.axis.com/products/axis-m11-series>

For further information about the survey visit

<http://www.axis.com/events/retail-solutions/>

And for further information about the show visit <http://www.retailbusinesstechnologyexpo.com/>

For more information about Axis Communications visit: www.axis.com

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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 70,000 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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