

Chelmsford, Mass., September 19, 2011

Alco Watch & Jewelry of New York City Leverages Hosted Video Solution from Axis and ADT Commercial to Protect Property and Employees

With launch of ADT Hosted Video, store opts for AVHS-driven solution with onsite Iomega NAS redundancy following recent robbery and assault on owner

CHELMSFORD, Mass. – September 19, 2011 – Axis Communications (ASIS International booth #2137), the global leader in the network video market, today announced its first installation with newest hosted video solution provider partner ADT Commercial at Alco Watch & Jewelry in New York City. ADT Hosted Video, which makes its debut at ASIS 2011 in Orlando, utilizes Axis network cameras along with the AXIS Video Hosting System (AVHS) platform to provide video recording and management that is centrally managed by ADT and allows anytime, anywhere video access without the need for an onsite DVR.

Following a robbery where the store owner was assaulted by the perpetrator, Alco Watch & Jewelry needed a small surveillance system that would be easy to install and use without the additional cost, equipment and maintenance typically found with an in-house CCTV analog system. Using just an Internet connection and AXIS M10 and M11 Series network cameras, the store's surveillance video data is streamed to an offsite EMC storage facility, which provides hosting services to ADT using Axis' AVHS platform.
(Watch video case study on Alco Watch & Jewelry)

Additionally, to improve onsite redundancy and enable the system to store high-quality HDTV video on motion or during certain hours, for instance, ADT Commercial also installed a low-cost Iomega® StorCenter™ network attached storage (NAS) device.

The powerful combination of the hosted video technologies installed by ADT Commercial provides Alco Watch & Jewelry with an easy-to-use system that increases security while improving operational efficiencies and saving money on installation and maintenance.

"I like logging onto my computer at night before going to bed to get the video of my store. I sleep better knowing everything is okay," said Angel Calderon, owner, Alco Watch & Jewelry. "ADT's Hosted Video solution is easy to use and helps me feel safer. I recommend it to other business owners like me."

To install the cloud-based surveillance system, ADT Commercial leverages the AXIS Video Hosting System (AVHS) platform and One-Click Camera Connection features of the Axis network cameras to communicate with the video hosting provider. Axis will be showcasing this technology solution in booth #2137 at ASIS 2011 via its Hosted Video Command Center (see video).

“This installation at Alco Watch & Jewelry is the perfect scenario for a hosted video system: small business, need for only a few cameras, would like remote accessibility, and didn’t want to worry about hardware maintenance and upgrades,” said Fredrik Nilsson, general manager, Axis Communications Inc. “AVHS is the technology bridge connecting the three largest providers in their respective markets – Axis for surveillance cameras, EMC for data storage, and ADT Commercial for integration – so that users across North America can install new network cameras or digitize existing analog cameras with encoders to create an affordable and always available surveillance system.”

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 Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

Contacts:

*Domenic Locapo
Axis Communications
978-614-2074
dlocapo@axis.com*

*Matt Flanagan □
fama PR, Inc.
617-986-5002 □
axis@famapr.com*