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Business Intelligence Dreams Become Reality with Video Surveillance in Axis Communications' Booth at NRF's BIG Show

Sales increase 63 percent among retailers using BI according to IT research; Visit the store of the future to experience intelligent video and analytics

CHELMSFORD, Mass. – January 9, 2014 – Axis Communications, the market leader in network video, today announced it will demo the retail store of the future by bringing together retail security and business intelligence (BI) at booth #2431 at National Retail Federation's (NRF) 103rd Annual Convention & EXPO, better known as Retail\'s BIG Show, on Jan. 12-15th.

Retailers can do more with less by leveraging their video surveillance systems for more than just traditional security. A growing industry trend, and important focus for next week's show, is the value of using cross-functional video for marketing, operations and merchandising. In fact, retailers cited a 63 percent increase in sales as a result of BI from video surveillance, according to an IT research survey soon to be released by Axis.

"We've seen this trend build momentum over the past few years, but we're finally reaching a point where these technologies are not only implemented in stores, but are producing results," said Jackie Andersen, retail business development manager, Axis Communications, Inc. "As more departments become involved, like marketing, merchandising and operations, the cross-functional use of video is turning security systems into a valuable business tool. IP video can be an investment that pays for itself."

Come shop at the store of the future

To demonstrate the potential of business intelligence from video surveillance, Axis will launch a new booth design at Retail's BIG Show featuring the following leading technology vendors:

Agilence, Inc. offers exception reporting software with video management and business intelligence capabilities, allowing retail managers to bridge the gap between the time of transaction and the relevant video/data streams.

NEC features facial detection for demographic business intelligence and analytics. Using the capabilities of Axis network cameras, the NEC facial-detection software provides purchasing suggestions and shopper analytics based on demographic data including age and gender.

Prism Skylabs offers cloud-powered analytics that enable retailers to optimize merchandising, improve store execution and remotely audit any display, brand or promotion in real time.

SimplyRFID provides an application that integrates video surveillance with Bluetooth beacons to unlock the full potential of mobile point of sale (mPOS) systems.

"The new booth design allows attendees to walk through a mock retail store and visually see as well as experience the integrated technologies that create business intelligence," said Hedgie Bartol, retail business development manager, Axis Communications, Inc. "By bringing together leading technology vendors in the booth, we can showcase the total solution and help retailers understand how to implement and utilize the technology to meet specific needs and do more within their stores."

About Axis Communications
As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world – driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.

Axis has more than 1,400 dedicated employees in 41 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.

Contacts:
Matt Flanagan
fama PR, Inc.
617-986-5002
axis@famapr.com

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