

Chelmsford, Mass., April 30, 2015

## **Axis to demonstrate latest trends in IP video solutions for asset protection at retail industry event**

**Products and technologies ideal for retail surveillance will be featured in booth #305 at next week's RILA's annual Retail Asset Protection Conference**

Axis Communications, the global leader in network video, will highlight IP video solutions at the RILA Retail Asset Protection Conference in Orlando, Fla. on May 3-6 in booth #305.

The introduction of IP video has revolutionized the way retail professionals work with loss prevention, store optimization, fraud detection, security and customer service. IP-based solutions are bringing new possibilities to retailers of all types and sizes with advancements in image usability and video analytics – while still being cost effective and easy to install and maintain.

“Just like the products retailers are selling, there is no one-size-fits-all solution when it comes to security and asset protection,” said Hedgie Bartol, business development manager, retail, Axis Communications, Inc. “That’s why events like the Retail Asset Protection Conference are so important because it gives retailers an opportunity to interact with the different technologies available and educate themselves on what and how those products can help meet their individual challenges and needs.”

Some of the products and technologies that will be highlighted in booth #305 include:

The recently announced mid-range AXIS P5624-E PTZ Dome Network Camera is ideal for retail surveillance in both indoor and outdoor environments with HDTV 720p and 18x optical zoom. AXIS P5624-E features a continuous 360° pan, day/night functionality for superb low light performance, 120 dB Wide Dynamic Range – Forensic Capture, Advanced Gatekeeper, shock detection, PoE+ and an SD card slot.

Axis' Zipstream technology is a truly innovative compression technology that reduces bandwidth and storage requirements by an average of 50 percent and is fully compatible with existing H.264 and leading video management systems. Zipstream helps reduce the cost and limitations associated with storage and bandwidth, enabling users to use higher resolution and increase forensic detail.

Together with Axis cameras, AXIS Camera Station S10 Recorder Series forms a plug and play solution for mid-sized installations up to 64 channels. The series comprises three out-of-the-box-ready desktop and rack-server models for reliable and high definition surveillance.

As part of the Technology & Innovation track, Hedgie Bartol, business development manager for

retail, will be co-speaking with Family Dollar and Interface Security Systems in an engaging session on the importance of IT collaboration and speaking the same language. “The IT Partnership: An Engine for Success” session will be held on Tuesday, May 5 from 2:45-3:45pm.

For more information about retail security solutions, visit Axis in booth #305 or go online to [www.axis.com/solutions/video/retail/index.htm](http://www.axis.com/solutions/video/retail/index.htm).

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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 its customers and carried 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](http://www.axis.com).*