

Johannesburg, April 19, 2012

Securing your business using an Axis surveillance system

When deciding upon a security system, you have to first define your needs and then put a product in place that best meets them. Businesses in particular have become privy to a wide range of criminal activity including robberies, vehicle theft and hijackings all taking place in and around the office.

How can you protect what you value and avoid being in these situations? If you would like to take control of these crimes and monitor your business from just about anywhere in the world, you need a future proof, advanced network video surveillance system.

Axis' products are used for security surveillance and remote monitoring which can even be used to streamline business processes. Based on open IP standards, Axis network cameras connect to any kind of IP network, including the internet, providing advanced video analytics features, such as motion detection, audio detection and tampering alarm solutions.

Some of the industry segments that we operate in include the following:

Retail: the introduction of network video has revolutionised the way retail professionals work with loss prevention, store optimisation, fraud detection, security and customer service. Implementation of network video in retail environments has proven successful in many ways. Highlights include revenue increase, fast ROI, seamless integration and future proof technology.

Education: Far too often we hear about educational facilities that have been exposed to vandalism, violence or burglary. As a result, valuable resources are lost to cumbersome repairs and investigations. A network video solution from Axis enables you to stay focused on your core business – education. It also gives you a future-proof and cost-efficient tool to increase the security for students and staff, prevent violence and theft, minimize the cost for vandalism as well as investigating incidents and identifying suspects.

City surveillance: Network video is one of the most useful tools for fighting crime and protecting citizens, acting both to detect and deter. In emergencies, network cameras can help police or fire-fighters pinpoint where their assistance is most needed.

Banking: Video surveillance is not only about improving your protection against robberies. It is also about providing a secure environment for your staff and customers – anywhere from the parking lot to the vaults.

A network video solution from Axis offers a scalable surveillance platform, enabling you to:

- Create a future-proof, flexible and cost-efficient surveillance system
- Monitor multiple branches from a central or mobile location, and rapidly verify and respond

to alarms

- Capture HDTV quality video of all incidents, thus shortening investigation times
- Stay one step ahead of violence and fraud

Industrial: Factories, warehouses and manufacturing facilities often contain valuable raw material and goods that are attractive to thieves. Therefore it is important to have an efficient surveillance system to protect your property and assets. Several industries have chosen Axis network video solutions, and benefit from capabilities such as automatic alerts, night vision and thermal images, HDTV quality video images as well as real-time access to live and recorded images.

As listed above, we have a number of solutions which help provide security for all business and even private properties. Various leading organisations around the world have used Axis solutions to overcome their security problems.

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 Swedish-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.

For further information about Axis Communications, please contact:

*Roy Alves, country manager, Axis Communications
Phone: +27 11 548 6780, E-mail: roy.alves@axis.com*

For all media enquiries, please contact:

*Riaan Gouws, account manager, Text 100Johannesburg
Phone: +27 11 803 2800, E-mail: riaan.gouws@text100.co.za*