

Lund, 20 October 2009

## **Nine out of ten Swedish retailers experience positive effects of video surveillance**

Nine out of ten shop owners have experienced fewer thefts and robberies, and increased security for staff since installing video surveillance. This is shown in a survey by the Swedish Retail Institute that has been conducted on behalf of the Swedish Trade Federation in cooperation with Axis Communications.

“This survey shows that there is great interest in video surveillance and security issues within retail. Retailers need both education and support to be able to make the right decision when choosing surveillance systems for their stores. We'd really like to let our members know the benefits of the new technology,” says Dick Malmund, Security Manager Swedish Trade Federation

According to the survey the main reasons shop owners install video surveillance is to help prevent or investigate thefts, robberies and shoplifting, and increase security for staff. 66 percent of those who have installed surveillance said they feel the security for staff has increased, and more than half have experienced a reduction in theft, robbery and shoplifting.

Nearly 60 percent say they have not experienced any adverse effects of surveillance at all. However three out of ten have indicated poor image quality as a negative effect. Of these, 70% have analog cameras in their systems. Analog cameras provide significantly lower resolution and lower quality of recorded material than today's digital cameras.

“If the usability of a monitoring system is the most important issue for shop owners, the focus must be on image quality. Some shop owners feel that it is expensive to install IP systems, but this technology is more flexible and future-proofed than analog. They can also contribute to business value through other functions, such as remote monitoring and footfall analysis” says Magnus Zederfeldt, who is responsible for Axis Communications sales in the Nordic and Baltic countries.

Half of respondents are interested in learning more about video surveillance functions and how they can benefit their business. Functions such as footfall analysis and heat maps can identify the most crowded areas in a shop and identify how long people spend in certain areas. With this type of information the business is in a better position to manage the flow of people, which can help increase customer satisfaction and create more effective product positioning.

**For further information on the survey see attached fact sheet**

**About Axis**

*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 Exchange under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)*

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## Fact sheets on the Swedish Retail Institute's survey

### “Attitudes toward camera surveillance in retail”, September 2009

- The survey was conducted by HUI (Swedish Retail Institute) on behalf of the Swedish Trade Federation in cooperation with Axis Communications.
- The survey was conducted among Swedish Trade Federation member companies in August and September 2009 and the response rate was 25 percent (1 152 respondents).
- The majority of respondents interviewed (27 percent) were from the food and health food industry.
- Half of the respondents have installed surveillance cameras in their stores.
- Surveillance installations are most common in the food industry, where 71 percent have installed systems
- Nine out of ten respondents have benefited from the installation of video surveillance
- Close to 60 percent have not experienced any negative effects at all. 66 percent have experienced increased security for staff after installing video surveillance
- Three out of ten have indicated poor image quality as a negative effect. Of these, 70% have analog cameras in their systems.
- Analog and digital surveillance systems are in principle equally common in the Swedish stores. 35 percent have analog cameras, but one in three is planning to migrate to network cameras, which means higher image quality. The reason for selecting analog cameras over network-based solutions is primarily cost.
- Eight out of ten respondents experienced mostly positive reactions from their staff on camera surveillance. No one surveyed experienced negative reactions from customers or staff.