

Axis Communications, the global leader in the network video market¹, Milestone Systems and Irish integrator RPC Consultants, collected the ‘Best Security Solution’ award at the prestigious European Retail Solutions Awards ceremony held on Wednesday 25th June at London’s Old Billingsgate Market.

The award, which recognises retailers and suppliers for excellence and innovation in retail IT, solutions and technology was presented following the successful installation of an innovative IP-Surveillance programme at the Douglas Court Shopping Centre in Cork, Ireland. The integrated solution is used by the centre not only to reduce crime but also to manage peak trading periods, demonstrate customer habits and ensure health and safety regulations are being observed – in particular tackling and reducing fraudulent ‘slip and fall’ personal injury claims.

The project, comprising 76 AXIS Network Cameras was implemented across car parks, service corridors and throughout the 59-unit shopping centre by IT consultancy and Axis Partner, RPC Consultants. A range of AXIS dome and Pan Tilt Zoom (PTZ) network cameras were selected to provide comprehensive surveillance to centre management, with output images fed into, and viewable from, Milestone’s XProtect Enterprise video management system via a Gigabit fibre backbone internally and a wireless network extending across the car park areas.

As a result of the deployment, all footage is stored for up to 150 days to enable Douglas Court managers to retrieve footage of any ‘slip and fall’ incidents and consider claims objectively. In addition, local police have commented on the high quality of the JPEG video files supplied where alleged offences have been committed in or around the centre. 35 AXIS Network Cameras have been installed throughout the centre’s service corridors to ensure emergency exits are kept clear. Retailers in the past would inadvertently leave the corridors blocked by stock deliveries and the legal requirement to stop this is now possible.

Richard Cronin, director, RPC Consultants, commented:

“We are delighted to win this award with our partners as we believe the installation at Douglas Court is a blueprint for other centres, showing what you can achieve using IP-Surveillance as an open platform foundation, providing a range of integrated solutions to help with the day-to-day management of a busy shopping centre.”

Johan Åkesson, business development director - retail sector, Axis Communications, commented: “This is an excellent reflection of the innovation of all parties involved in the project, in particular RPC Consultants, who have benefitted from the open standards approach of IP-Surveillance to deliver this highly effective and future-proof solution. Examples such as Douglas Court Shopping Centre demonstrate that IP-Surveillance can deliver a genuine business impact to retailers and centre management.”

Glenn Fletcher, UK area sales manager, Milestone Systems, commented:

“We are very pleased to have the recognition for this important installation for Milestone, Axis and RPC Consultants. It was a very interesting project for us because of the requirement for storage of up to 150 days of images using XProtect. The management at Douglas Court also recognised the potential for integrating analytics including ANPR which is now offered in the Milestone XProtect open platform and also supports facial recognition.

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Notes to editors

¹ Axis Communications is the global market leader in the network video market with a market share of network cameras of 32%. The world market for network cameras alone will be worth more than \$1 Billion by 2009. The network camera market is set to have a CAGR of more than 40 per cent per year over the next three years to reach a value of \$1.5 billion by 2010, according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2007 Edition' published in December 2007.

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 analogue 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 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com

About Milestone Systems

Milestone Systems is a global developer of open platform IP video management software. XProtect™ gives users a powerful surveillance solution that is easy to manage, reliable and proven in more than 35,000 customer installations. With support for the industry's widest choice in network hardware and integration with other systems, XProtect provides best-of-breed solutions to "video enable" organizations - reducing costs, optimizing processes, and protecting assets. Milestone software is sold through authorized partners in 90 countries. For more information about Milestone, please visit www.milestonesys.com

About RPC Consultants

RPC Consultants is a technology services company based in Cork, Ireland. The company has extensive experience in servicing both the retail management and construction sectors. RPC Consultants specialise in providing integrated solutions, including video surveillance and footfall analysis, for the retail management sector.

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