

## Keeping an eye on the money

With the large amounts of money they handle on a daily basis, banks require some of the strictest and most efficient surveillance solutions in the world. So well guarded are some of the leading banks that they are often nicknamed Fort Knox because of their security detail.

Even with such a reputation, many banks still do not get what they need most from their surveillance systems, and that is:

- to monitor activities at any number of branch offices or ATM's from a central location
- to visually verify alarms to security staff
- to enable bank staff to install and maintain without receiving special training

This is because some banking institutions still have not adopted network or IP video surveillance solutions which meet the above stated needs and offer even greater benefits to the banking sector.

### **Systems that are convenient and easily integrated**

Network video solutions are cost effective, easy to use and offer all the functionality and reliability needed to protect staff and assets, verify the bank's transactions and prevent time being wasted on attending to false alarms.

Network video surveillance solutions allow for the use of a bank's existing network infrastructure to deploy cameras, making for short implementation time and low start up costs. Once up and running, the administration of a network video system is both simpler and less labour intensive than traditional CCTV since images are stored on computer hard discs, and employees do not have to worry about changing or storing videotapes.

Network cameras installed in local bank branches can transmit images to a central location for remote viewing using the LAN or Internet, which is extremely convenient for any organisation with geographically dispersed local branches as is typically the case with banks. Furthermore, because network

surveillance solutions are so easily scalable, adding extra cameras to the network as new branches are opened can be done with little fuss.

Due to the prevailing economic conditions, getting the best out of existing investments is on everyone's agenda, including bank managers. In light of this, it is important to note that even in instances where traditional analogue solutions are already in place, these can easily be upgraded with the addition of network cameras and a video encoder to the system. This will aid users to reap some of the benefits inherent in completely network based systems such as better image quality, more efficient storage and quicker search capability.

### **All the functionality needed for maximum reliability**

The reliability of network video reduces the risk that thieves will get away with their crimes, and this includes internal crimes such as employee fraud. High image quality from megapixel and HD network cameras leads to easy identification of people and a clear view of transactions at ATM machines, deposit boxes and at the cashier in the branch office.

Knowing that all incidents will be observed is both a deterrent to would-be criminals and gives bank personnel peace of mind so they can get on with their jobs, whilst also leaving customers free to go about their business.

Network cameras with motion detection can be used to send images by e-mail or MMS to security personnel should a break-in occur. This eliminates the time and effort wasted in responding to false alarms and enables decisions to be based on accurate, up-to-the minute information. In addition to improving safety, network video images can be used to evaluate peak hours of activity at each bank branch leading to better use of tellers through optimum scheduling.

ENDS

### **Notes to editors**

<sup>1</sup> Axis Communications is the global market leader in the network video market with a market share of network cameras of 31.2%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2013. The network camera market is set to have a CAGR of more than 28 per cent per year over the next five years, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled '*The World Market for CCTV and Video Surveillance Equipment 2009 Edition*' published in August 2009.

### **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 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 Sweden-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 Nordic, 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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