



Step into the
seamless store

Experience the smart and sustainable luxury store

Enhance the store experience

The expectations of today's luxury consumers include digital convenience and sustainable shopping. Stores need to transform to stay relevant and diversify into more of an experience center, where customers can engage with the brand and benefit from personalized services, booked meetings, and product trials. When previous surveillance solutions may have focused mainly on the safety and security of your store, now it's about creating a seamless store experience.

Stay on top of digitalization and sustainability

To future-proof your store, Axis solutions with analytics can help you stay on top of digitalization, in line with conscious consumers, and ahead of clever criminals. Our network video and audio solutions improve the customer experience through analytics giving insight into customer behavior, so you can optimize the store accordingly. Digitalization can also help you track and improve marketing campaigns.



Use cases to optimize the luxury store experience

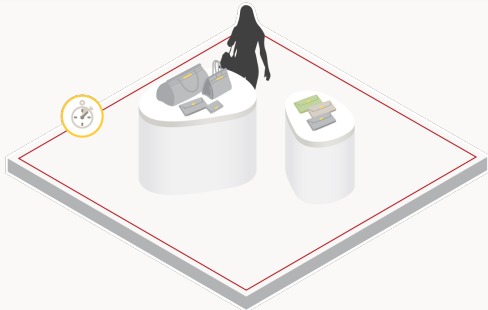
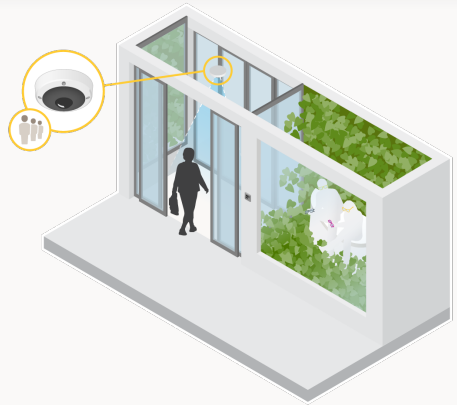


Window display insights

Capture how many customers are standing outside the store and see how changes in the window display affect numbers. An Axis camera with partner analytics provides comparison reports where you can see the impact of changes in the window display.

Count your customers

Gain an understanding of how many people visit your store at different times of the day, week, or month. With AXIS People Counter you can capture customers entering the store and deduct your personnel, helping you to plan your business operations.



Time spent in various zones

Count the people in your store and see which zones customers spend more time in. Axis cameras with analytics gather and process numeric data, enabling you to plan and adapt your store layout accordingly.

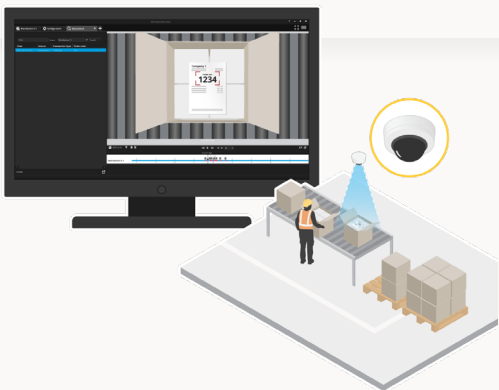


Enhance the store experience with audio

Create ambiance with background music in various zones in your store. By combining Axis network audio solutions with a music content provider, you can enhance a store through audio. You can also use audio to make announcements when triggered by analytics

Protect customer privacy

Blur the faces of the public when you capture footage of your boutique front. The edge-based application AXIS Live Privacy Shield enables compatible cameras to dynamically mask moving objects, humans, or the background to protect privacy and comply with ethics.



Visual e-commerce goods tracking

Find an order easily from a desktop review and identify any incidents, errors, or fraud. Axis cameras over the packing desk keep track of the order. With cloud solutions integrated with the order system, you can search for packing desk number, date, and time.

Why Axis for luxury retail?

- > Enhance security and the store experience with the same technology
- > Maintain security, prevent loss, and protect staff
- > Robust camera technology with an extended lifetime
- > Technology compatible with existing solutions and highly scalable
- > Discreet integration of cameras and audio into light fittings and interior design
- > Meet sustainability goals with high environmental and ethical standards
- > 5-year hardware warranty service

For more information, please contact your Axis representative and let us know how we can support your needs or visit www.axis.com/retail



About Axis Communications

Axis enables a smarter and safer world by creating solutions for improving security and business performance. As a network technology company and industry leader, Axis offers solutions in video surveillance, access control, intercom, and audio systems. They are enhanced by intelligent analytics applications and supported by high-quality training. Axis has around 4,000 dedicated employees in over 50 countries and collaborates with technology and system integration partners worldwide to deliver customer solutions.

Axis was founded in 1984, and the headquarters are in Lund, Sweden.