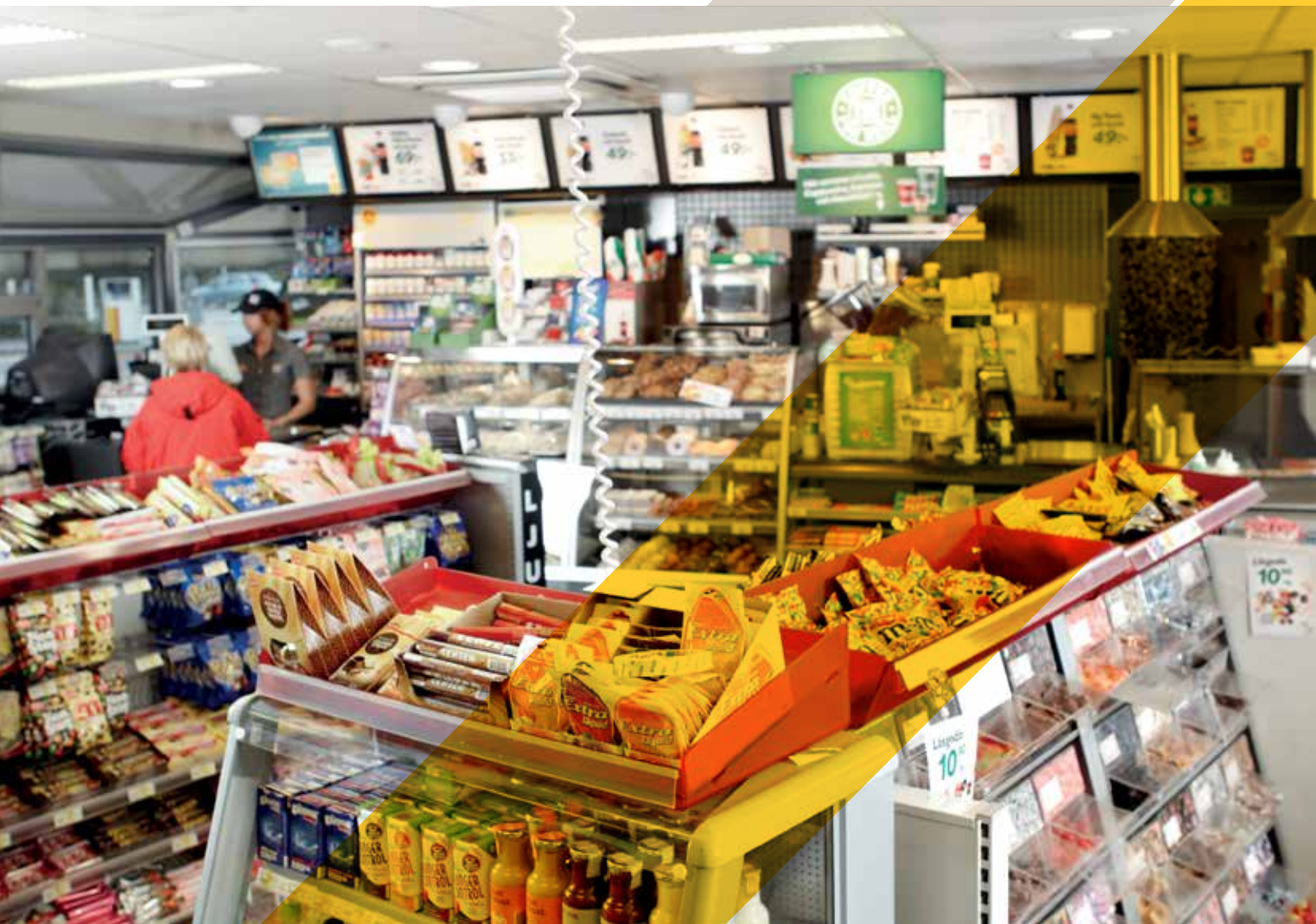


Retail



**One smart solution.
More business benefits.**
Convenience stores and gas stations

AXIS[®]
COMMUNICATIONS

Going beyond security...

to enhance merchandising and operations.

With your store open around the clock, we know you have a lot on your mind. There's shoplifting, cashier fraud and unattended deliveries to worry about – and you've still got to keep your store profitable. Now, what if you could get help with it all?

As the world leader in network video, Axis can offer you the most advanced security and safety benefits for your convenience store and/or gas station. Our network video solutions go beyond traditional surveillance – they're cross-functional. They can help your entire business, from safety, security and loss prevention to merchandising and store operations. Your investment will stretch further – and you'll see a quicker return.

Make smarter decisions

Where's the best place to display a particular product? Which endcaps are attracting the most customers? And does customer behavior vary at different times of day? Axis will give you the answers to these and many other questions. With easy-to-analyze metrics, you can understand customer flows, conversion rates and dwell times. You can spot empty shelves and anticipate where you're going to need your staff to be at peak checkout times. In other words, you can optimize your business.

Do more to prevent losses

Successful stores keep people walking in, and stop goods from "walking" out. From impulse shoplifting to organized retail crime, from opportunistic slip-and-fall scams to cashier fraud, we can provide you with the analysis tools and quality evidence you need to rid your stores of these problems.

Feel safer and more secure

Protecting people, both customers and employees, is an essential part of every retail business, especially when you have to keep late-night hours and handle valuable goods. With Axis, you'll enjoy the clearest and most detailed images on the market – we set the standard for IP surveillance – enabling you to zoom in and make identifications with ease.

What's on your wish list?

- Catch "sweethearters" in the act
- Make endcaps more profitable
- Protect customers and staff
- Monitoring unattended deliveries
- Making positive ID of thieves easier
- Integrating with 3rd party systems for visual context
- Deterring shoplifters and loiterers
- Identifying and verifying drive-offs

A perfect fit for your needs

With a deep understanding of the needs of retailers, an open technology platform and the widest range of application development partners in the industry, Axis can help you build a surveillance solution designed specifically for you, whether you have one convenience store or a whole chain.

Store surveillance

Network video offers you so much more than traditional analog surveillance systems. With either local video management software or a cloud-based solution, you can easily monitor every part of your gas station. You can even view multiple premises in your nationwide or worldwide chain, constantly and conveniently from a single location. Network video's superior image quality provides remarkable details for faster, better decisions, greater protection of people and property, and reduced investigation times.

Covert solutions

Network video is ideal for discreet surveillance. Covert cameras disguised as common interior store fixtures can give you virtually undetectable monitoring wherever you need it. And the images are crystal clear.

Eye-level identification

As a complement to overhead cameras, discreet cameras mounted at eye-level can capture vital facial details from a natural angle for enhanced security and identification.



Remote viewing

Get remote access to live video in your security centre or on your own computer, smartphone, tablet or other device. Now you can watch your store in real time from anywhere in the world.

Mobile viewing

Watch your network cameras live. With real-time streaming from your camera, you can see what's happening right now on your phone or tablet. It's the quick and easy way to stay on top of your business, even when you're on the go.

Public view monitors

Public View Monitor (PVM) systems display selected video to the public. For example, customers may see live images of themselves as they enter the store or while they wait their turn, sending a strong message that video surveillance is in place.



POS exception reporting with video

With Axis, you can detect cashier-related shrinkage with POS integration that tracks suspect patterns and behavior such as unauthorized discounts, manually entered values, incorrect returns processing and cash refund or coupon errors.

Unattended deliveries

With Axis, you can receive deliveries at any time of day without taking your busy store personnel away from their other duties. Special operations security professionals can remotely monitor your deliveries from a monitoring center in real time.

Out of stock

When out of stocks occur, everybody loses. Network video can help you prevent this by informing you and your vendors/manufacturers when merchandise needs to be refilled. The result is maximized sales, increased revenue and higher customer satisfaction.



License plate recognition

Network video is ideal for verifying gas drive-offs. We can help you capture license plate data continuously for immediate or subsequent identification, with real-time alerts and convenient search facilities.

In-store customer engagement

Improve your in-store customer engagement by using network video to maximize employee output where it matters, in the store. The shopper-focused solution helps you address and improve the customer experience, increase shopper satisfaction and drive higher sales.



Remodel and retrofit

Axis video encoders are the ideal way to benefit from the advantages of network surveillance without scrapping the investments you've made into analog technology.

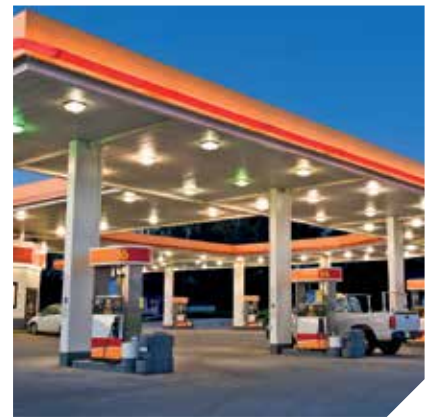
Proven in convenience stores and gas stations around the world.

- > Alfa-Nafta – Ukraine
- > Hindmarch & Co – UK
- > Posto Túlio – Brazil
- > Castrol Automork Shop – Taiwan
- > Kwik Trip – USA
- > Sasol Convenience Centre – South Africa
- > Citgo Sooper – USA
- > Newclare Motors – South Africa
- > Tobacco stores in the city of Prato – Italy
- > Combi Mart – Republic of Korea
- > Olea S.A. – Spain

A trusted partner

Axis is here to serve you, with dedicated support wherever you are in the world, including service partners in numerous countries. Axis is also an active member of the National Association of Convenience Stores, as well as several large retail and food industry organizations around the world. This enables us to gain a better understanding of the challenges convenience store retailers face.

- > National Association of Convenience Stores – USA
- > Advisory Board: Loss Prevention Magazine & Loss Prevention Research Council – USA
- > ASIS Retail Council – USA
- > Svensk Handel – Sweden
- > British Retail Consortium – UK
- > EHI (German Retail Institute) – Germany
- > PERIFEM – France
- > NRF (National Retail Federation) – USA
- > FMI (Food Marketing Institute) – USA
- > RCC (Retail Council of Canada) – Canada
- > RILA (Retail Industry Leaders Association) – USA



Focus on sustainability

As a global company, Axis aims to follow and promote good sustainability practices and high ethical standards. We're always looking for ways to reduce the environmental impacts of our activities and help our customers and partners do the same. This is why we joined the UN Global Compact in 2007 and adopted its ten principles on human rights, labor standards, the environment and anti-corruption. We also perform studies to track the environmental impact of products' energy consumption during years of use by customers, and work hard to develop products with good energy performance.

The benefits of going digital

As the world leader in network video, we can offer you all the superior benefits IP surveillance has to offer. With Axis, you can access live, HDTV-quality video anytime, anywhere. You can take advantage of intelligent video functions and analytic tools, and – perhaps best of all – you can easily and cost-effectively build a smart surveillance system for where you are today and where you want to be tomorrow. Since our world-leading range of network video products are based on open standards, you can implement exactly what fits your needs and budget now – even integrating our solutions with what you already have – while positioning yourself to take advantage of new, advanced features in the future.

About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network.

Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,800 dedicated employees in more than 40 countries around the world, supported by a network of over 70,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website www.axis.com.

www.axis.com/retail

www.retail-surveillance.com

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