Network audio in retail

IMPROVING SAFETY, SECURITY, EFFICIENCY AND CUSTOMER EXPERIENCE

AXIS COMMUNICATIONS

Communicate efficiently.
Create ambiance.

Intelligent network audio from Axis adds a new dimension of sound to your daily business. Communicate with staff and customers quickly and clearly, either live or via scheduled pre-recordings. Enhance the in-store experience with background music at different volumes in various zones. Whether for marketing and operations or safety and security, Axis network audio is more than a speaker – it is a new and versatile way to interact, protect, and inform.

Why network audio from Axis?

With Axis all-in-one network speakers, everything is built in—there's no need for extra hardware or software. This means less space, making it an ideal solution for any retailer. With network audio from Axis, you can use one single system for multi-purpose usage instead of having different systems for different needs—public address and paging with announcements and background music.

By creating zones, you can always ensure efficient messaging and great background music for your customers in any part of the store.

Network audio solutions connect to the standard network with no need for dedicated audio cabling. They can be combined to create a flexible and scalable system where it is easy to add or remove speakers in an instant. It is also just as easy to change the zones, content and scheduling so you can always be sure you have a system that adapts to the needs of your business as they change.

Axis network audio systems are pre-configured to deliver excellent audio quality right out of the box. Completely digital and controlled either locally or remotely, it is easy to test, maintain, and troubleshoot your system over the same network that powers it. So you always know it is working when you are not on the premises and if one speaker should fail, the rest of the system keeps working.

Axis open platform provides unlimited potential for integrating the audio system with other systems, like your video management software (VMS), with Voice over IP (VoIP) telephony using SIP. This enables you to stay ahead with Axis network audio solutions for future business.

3 ways to use audio in retail

Network audio adds value to your business by helping you communicate clearly at the right time, in the right places.

1. Play pre-recorded messages and background music where and when you want them. Use audio management software for administration of scheduling, zoning and content management.

2. Play pre-recorded messages triggered by an event the camera detects, such as motion detection. This lets you address the event in real time, potentially disrupting theft, unwanted behavior and more.

3. Play live messages and speak directly to the scene. This is an efficient way for customized messaging.

What audio can do for you

Network audio adds value to your business by helping you communicate clearly at the right time, in the right places.

Protect property and keep people safe

Reduce incidents with pre-recorded or live announcements to:

- Prevent vandalism and intrusion
- Deter offenders and unwanted behavior in-store and outdoor
- Control occupancy
- Provide safety reminders

Minimize shrinkage and increase profits

Tackle shoplifting, robbery, and fraud by playing audio announcements and alerts at the right time and in the right place:

- Detect loitering, send alerts to staff and prevent theft and break-ins
- Detect wrong way exit and prevent theft
- Acknowledge visitors when they enter specific areas
- Deter suspicious behavior in-store and outdoor
- Play voice messages to inform staff and customers

Increase staff productivity and improve customer experience

Use audio messages to communicate with staff and customers, influence purchasing behavior and staff productivity:

- Broadcast marketing messages to increase sales
- Schedule announcements for opening hours etc
- Let customer know staff is on the way
- Allocate staff to the right place at the right time
- Manage long queues by alerting staff, opening new tills and informing customers
- Play background music
- Play on-demand messages to your customers

Watch examples of use cases

- **Identify blocked exit**
- **Increase staff safety**

Watch examples of use cases

- **Deter in-store theft**
- **Prevent break-ins**

Watch examples of use cases

- **Queue management**
- **Background music and announcements**

Audio has Axis customers talking

We wanted our members to feel safe and comfortable working out, and to allow personal trainers to play their own playlists in different zones during their classes. Axis came up with a solution that delivered everything.

Cathal Kiely
Founder and CEO, U Time Fitness

Read more

We added Axis network speakers for easy management of the background music. The entire Axis security solution is very intuitive and an instrumental business tool.

Scott Moore
Owner, Kappy's Fine Wine & Spirits

Read more

At the Las Vegas distribution center alone, I was spending $100K on private security and still losing between $40K-$50K a year. Since deploying the Axis cameras, speakers, and analytics, we have yet to have a single loss at that location.

Rod Mosher
Director of Loss Prevention and Safety, RC Willey

Read more

Our Axis system has an audio function that uses speakers to send messages or raise alarms, and deter potential intruders. I think that this is the most efficient tool for a large open-air shopping center like Le Piazze.

Marco Ughini
Administrator of companies in Project Finance and Shopping Centres at Unieco Soc, Unieco

Read more

These are just a few of our customer stories using Axis network audio solutions. To find out more, please visit **www.axis.com/customer-story**

Axis has lots to offer retail

Our portfolio of network audio systems connects to the standard network and is based on open standards for easy integration with other systems. They are pre-configured to deliver quality audio right out of the box, and feature Power over Ethernet for fast and simple installation.

Network speakers are complete high-quality audio systems in a single unit. They are perfect for live or scheduled voice messages combined with background music, giving you more possibilities to enhance security, safety and customer experience.

Audio management software lets you manage and control your audio system efficiently regardless of size and complexity.

Audio system devices enable easy migration to network audio while protecting the value of your legacy investment.

2N SIP Mic is an all-in-one network microphone console that gives you a smart and easy way to turn your Axis network speakers into a complete public address system.

Network cameras include fixed dome, PTZ, multisensor cameras, and more, in a wide range designed to match every retail need.

Axis video management software is designed and validated to perfectly match Axis products and features. Our solutions are easily adapted to your business, and can seamlessly expand with your needs.

Analytics turn Axis devices into sophisticated tools you can use to better protect people and property, and run your daily business more efficiently. We work with a vast network of partners to provide analytics that suit all kinds of requirements and challenges.

About Axis Communications

Axis enables a smarter and safer world by creating network solutions that provide insights for improving security and new ways of doing business. As the industry leader in network video, Axis offers products and services for video surveillance and analytics, access control, intercom and audio systems. Axis has more than 3,800 dedicated employees in over 50 countries and collaborates with partners worldwide to deliver customer solutions. Axis was founded in 1984 and has its headquarters in Lund, Sweden.

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

Learn more:
www.axis.com/solutions/retail
www.axis.com/products/audio

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