

A woman with long brown hair, wearing a blue and white striped shirt, is smiling and looking upwards in a retail store. In the top left corner, there is a white circular speaker with a perforated grille. From the speaker, several thin, white, wavy lines flow across the image, transitioning from red on the left to yellow on the right. The background shows shelves stocked with various products, including bags of snacks. The bottom of the image features a large yellow diagonal shape.

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?

Smart

With Axis all-in-one network speakers, both hardware and software are included in one space-saving unit that connects to the standard network – no need for dedicated audio cabling. Axis audio is also multipurpose, so there's no need to own or operate different systems to be able to manage public address, paging, announcements, and background music.

Flexible

Because your needs can change, Axis solutions are both flexible and scalable. Our user management software makes it easy to create and reconfigure audio zones in your store – even across your organization. The result is efficient messaging and great background music, at the right volume, in all the right locations. And with a standard network connection and Power over Ethernet (PoE), adding or removing speakers is a snap.

Easy

We help you hit the ground running, and we give you the tools you need to keep going. All Axis speakers are pre-configured to deliver excellent sound right out of the box, and AXIS Audio Manager Edge, our intuitive audio management software for smaller individual sites, comes pre-installed. Got a larger system or more complex needs? We have software for that, too. And for AXIS Audio Manager Edge users with multiple sites to manage, AXIS Audio Manager Center offers a single sign-on for user management, scheduling, and health monitoring across all locations.

Reliable and open

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. Health monitoring gives you peace of mind that it's working even when you aren't on site. Finally, the Axis open platform lets you integrate the audio system with other systems, like your video management software (VMS), with Voice over IP (VoIP) telephony using SIP.



3 ways to use audio in retail

Network audio helps you communicate clearly at the right time, in the right place – whether you're managing one site or many.



- 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 place – whether you're managing one site or many.

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**

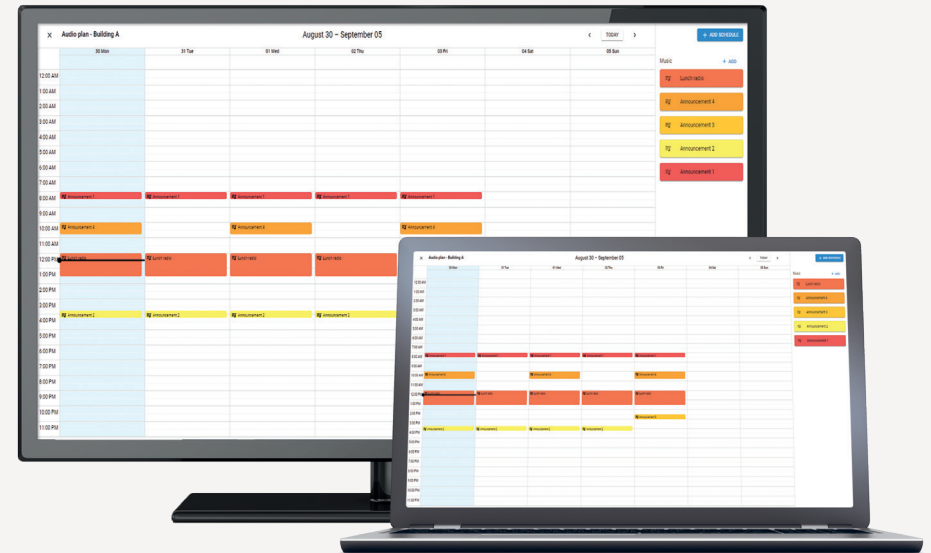
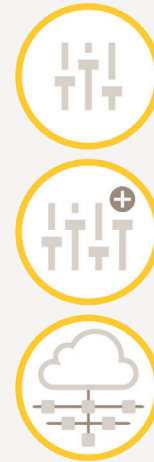
Watch examples of use cases

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

The software at the heart of your system

We've got you covered

Reliable, intuitive, and easy-to-use audio management software. Whether you're working with a small or large system, one site or many, you can look forward to easy, straightforward local and remote content management, scheduling, user permissions, and system health monitoring.



MULTISITE AUDIO MANAGEMENT

Centralized control	A single sign-on to access all sites in the organization
A consistent brand experience	Automatic distribution of scheduled announcements, background music, ads, and more
Smart delegation	Flexible user permissions based on region or role
One-action scheduling	Automatically adjusts across time zones and different hours of operation
Organization-wide health monitoring and remote troubleshooting	Dashboard overview, system health alerts, and secure remote access

Audio management for single sites

AXIS Audio Manager Edge, pre-installed on all Axis audio devices, is the best choice for smaller, more basic systems.

AXIS Audio Manager Pro is suited to larger, more advanced systems.

AXIS Audio Manager Center is available in a free standard version with a limited feature set and in a fully featured, subscription-based premium version.

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

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”

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 Piazza.

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

A standard network connection, plus PoE for simple installation. Easy integration with other systems, thanks to the open platform. Preconfigured for excellent sound. And that's literally just the beginning.

- **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, complexity, or the number of local sites you need to manage.
- **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 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.

Learn more:

www.axis.com/solutions/retail/network-audio-solutions-for-retail

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