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## **Axis and Genetec help the NEC to become ‘venue of choice’**

**The National Exhibition Centre (NEC), the UK’s largest and Europe’s busiest exhibition centre has chosen Axis cameras and Genetec’s unified security platform, Security Center, to help it improve the effectiveness of its security and traffic teams, ensuring it becomes the UK’s venue of choice.**

The installation at the NEC consisted of a fully integrated solution and utilised over 200 Axis cameras and the video surveillance and automated number plate recognition systems of Security Center. It sought to improve the venue’s security and traffic management systems to reduce incidents and maintain customer confidence in its security arrangements.

Paul Austin, director at Vindex Systems who installed the system said: “We have worked with the NEC to deliver an integrated solution to improve the effectiveness of its security and traffic teams. We carried out a rigorous testing process of potential solutions to ensure an enhanced customer experience alongside increased safety measures.

“The project was challenging as the site was in operation during the installation. There were over two million visitors during the project so we had to ensure that the work was well co-ordinated with the minimum of disruption.”

The integrated solution provides all security operators with intelligent, high-quality, intuitive information in order for them to make informed decisions based on the time of day and activity on site. The cameras integrate seamlessly with Security Center system which centrally manages the security and traffic operations from the newly created ‘Venue Operations Centre’.

Gary Masters, NEC Group security and traffic operations manager added: “The high-quality images from the Axis cameras, and the ability to centrally manage our operations using Genetec Security Center, are vital in our efforts to reduce incidents of crime and ultimately helped to improve the effectiveness of our security and traffic management team..”

“Our customers’ experience and safety is paramount. Because we are using a state-of-the-art, future-proof security and traffic management solution, we are confident that they will keep on returning and we will become the ‘venue of choice’ for UK events.”

Atul Rajput, regional director, Northern Europe, Axis Communications concluded: “This is a typical example of how Axis is being selected by some of the UK’s leading brands to deliver cutting-edge solutions to improve safety and the customer experience.

“Our cameras were chosen after a rigorous selection process due to the quality and breadth of the

range. They have been deployed right across the 610-acre site and are now providing the NEC with valuable information enabling them to make informed business decisions.”

“The NEC is a complex security site involving multiple systems, such as video surveillance and automated number plate recognition, which is better served through a central system that can improve operational efficiency of their team,” concluded Simon Barnes, regional manager, UK & Northern Ireland, Genetec.

“We are very excited to be partnered with the NEC in the development of its Venue Operations Centre and ongoing integrations that will further unify its view into its environment.”

For more information about Axis Communications visit [www.axis.com](http://www.axis.com).

***For all media enquiries, please contact:***

*Alex Henshall or Michael Blakeney at Insight Marketing & Communications*

*Phone: + 44 (0) 1625 500800*

*E-mail: [axis@insightmkt.com](mailto:axis@insightmkt.com)*

***For further information about Axis Communications Northern Europe Region, please contact:***

*Kristina Tullberg, PR and Communications Specialist, Axis Communications Northern Europe*

*Phone: + 46 46 272 1800*

*E-mail: [kristina.tullberg@axis.com](mailto:kristina.tullberg@axis.com)*

***About Axis***

*As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analogue to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform. Axis has more than 1,400 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries.*

*Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS.*

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