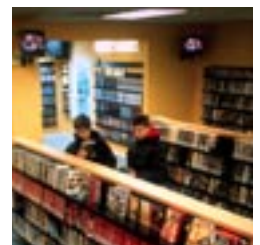




*A new look at*  
**Retail Surveillance**





## A new look at Retail Security

What if you could improve the profitability of your retail outlet without even increasing your sales? What if you could acquire a modern, state-of-the-art surveillance system that significantly reduced shrinkage, improved staff security and optimised store management without having to start from scratch?

With an Axis network video solution you can do all this and more.

### Cost effective, digital technology

If you already have traditional CCTV cameras in operation, you can combine them with Axis video servers to start your move towards a fully digitalised surveillance solution, stepwise. Alternatively, if you are installing a surveillance system for the first time, this is a perfect opportunity to invest in a system that employs the cost-effective network technology, which is rapidly becoming the industry norm.

With a digital solution, maintenance costs are low since it makes use of your existing network infrastructure and involves few moving parts. Nevertheless, image quality is high, leading to easy identification of people and a clear view of transactions. In contrast to normal video tapes whose image quality gets lower the more they are used, the image quality you get from a digital solution remains consistent over time.

### Multi-purpose solutions

As well as meeting the essential surveillance needs to prevent shrinkage, improve staff security and store management, this latest technology can be used to address several key issues simultaneously; for example combining your video surveillance system with customer counting or integrating alarm functionality. You can even have your electronic cash registers integrated with the network video system to ensure that every transaction is monitored and no irregularities occur.

Which means that no matter whether your business is a single corner store or a whole chain of shopping malls, there's an Axis solution to fit the bill.



### Prevention, protection and planning

Ideal for the efficient monitoring of points of sales and other sensitive areas, a modern digital surveillance system can deter employee misconduct, such as the incorrect entering of prices, cash variation and special benefits to friends. It enables you to offer reliable protection to your staff, especially during the lonely hours of the night shift at a gas station or 24hour convenience store.

And using cameras fitted with motion detection, you can relieve your security guards from the time and effort wasted in responding to false alarms. Cameras can send images of a break-in to your security guard's phone or PDA enabling him to assess whether or not his presence is required.

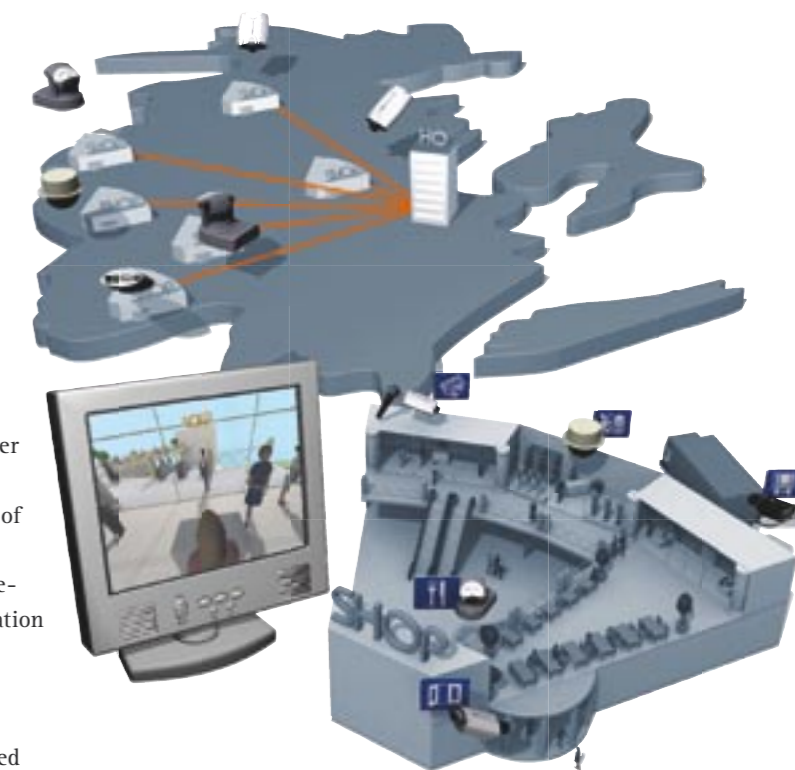
For improved store management, strategically placed cameras can be used to observe, record and measure consumer activity, leading to better staff planning and store layout. Similarly, the quality of a shop's display can be monitored at a distance to ensure that it is in line with specifications or that its appearance creates the desired impression.

### Tried and tested

Axis surveillance solutions have been installed in retail environments around the world. With our long experience and proven track record in networking technology, you can be confident that Axis will create the right solution and have the right products to achieve your retail surveillance ambitions whatever they may be.

### Surveillance and monitoring solutions that improve your bottom line.

Find out more at: [www.axis.com/solutions](http://www.axis.com/solutions)



### Reasons to choose Axis network video

- Remote access to video from any location – to reduce shrinkage, improve staff security and optimize store management
- Use existing network infrastructure and CCTV equipment for low start-up and operating costs
- Flexible and scalable solutions based on open standards – can address several issues simultaneously
- Proven future-proof technology – securing your investment.

## About Axis

Axis increases the value of network solutions. The company is an innovative market leader in network video and print servers. Axis' products and solutions are focused on applications such as security surveillance, remote monitoring and document management. The products are based on in-house developed chip technology, which is also sold to third parties.

Axis was founded in 1984 and is listed on the Stockholmsbörsen (XSSE:AXIS). Axis operates globally with offices in 14 countries and in cooperation with distributors, system integrators and OEM partners in 70 countries. Markets outside Sweden account for more than 95% of sales. Information about Axis can be found at [www.axis.com](http://www.axis.com)

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