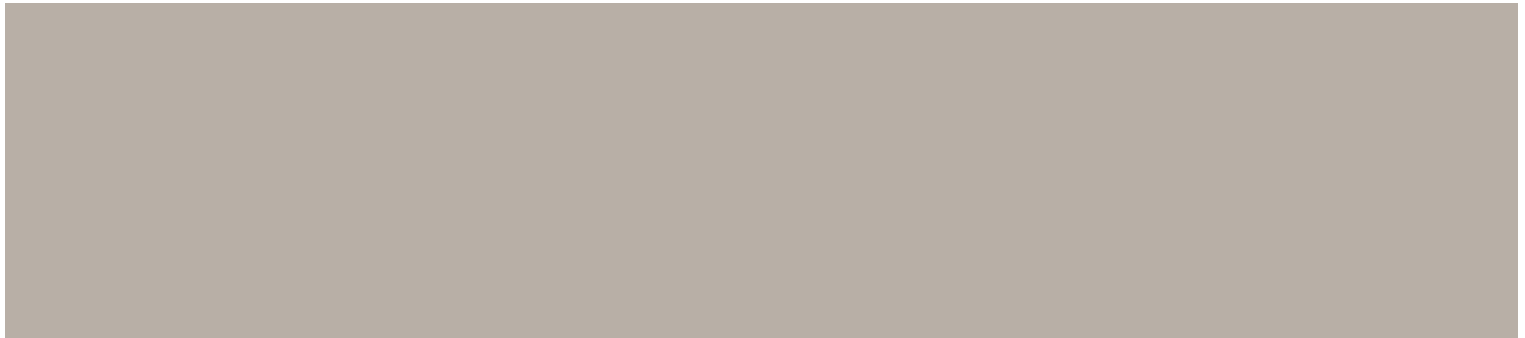


Making the difference for retail.

Professional network video solutions.





New possibilities, greater gains

The retail industry faces tough challenges, including fierce competition, low margins and external/internal losses. Within retail, video surveillance systems have traditionally been used for safety and security. Axis network video solutions take such systems to a new level, by addressing all these challenges. With pro-active surveillance and monitoring. Greater loss prevention. Improved merchandising. And many more functions that make sound business sense in every retail operation, whether you run a single shop or a whole chain of malls.

Greater loss prevention

CCTV has long been known to help reduce theft, particularly when consumers know it's there. But the real leap forward in loss prevention technology comes with network video.

Axis network video solutions provide sharp, high-resolution images that enable you to follow suspect behavior and facilitate positive identification. And they integrate with your available systems to reveal and minimize all kinds of shrinkage-related activities. They can for instance be combined with your EAS system to ensure complete, high quality video coverage of all EAS incidents.

Detect cashier-related shrinkage with POS integration

With Axis network video, you can quickly identify common mistakes, misunderstandings and innovative ways

to manipulate the POS system. POS exception statistics (from single or multiple stores) make it easy to detect any suspect patterns and behavior. This in turn enables you to continuously develop your staff training tools, and to ensure that you always stay one step ahead in preventing internal loss. In other words, you get a clear picture – and a clear record – of exceptions, such as:

- > Unauthorized discounts
- > Manually entered values
- > Incorrect processing of returns
- > Cash refund and coupon errors.

Improved safety and security

Axis network video solutions enable rapid detection of potential incidents, so you can intervene quickly when needed, and identify any false alarms. The result is a much higher standard of overall security, which means a safer, more secure working environment for your staff – a further contribution to morale.

Ensure staff security and protect your assets

Reliable protection is not only important during lonely nights at a gas station or a 24-hour convenience store. It is as relevant in stores with large amounts of cash, high-value products or high-risk products, such as medicine and alcohol. With Axis network video, extra cameras are easily added to specific product sections or check-out areas. Video images can be stored on a server at a remote location, ensuring that recordings are protected from intruders.

Enhance surveillance efficiency

High-quality video is a great help when investigating crime. While conventional video tape images deteriorate with use, the image quality you get from Axis network video remains constant over time. Digital images are sharp and can be viewed hundreds of times without losing quality. And the high quality saves you valuable time when making identifications.

The use of intelligent network cameras with motion detection and active tampering alarm also contributes greatly to quick detection of suspect actions outside your store or inside the store after opening hours.

Optimized merchandising and operations

Axis provides a shortcut in the time-consuming task of gathering data from multiple systems and sites. In fact, our network video solutions can give you a real boost in store performance.

Understand customer behavior

Strategically placed cameras can be used to record and measure consumer activity and understand buying behavior, so you can identify the most popular areas and optimize your store and display layouts accordingly. Add built-in people-counting and integration with your POS system, and you get invaluable information about your customers.

ables you to place staff where they are most needed, and to optimize staff shifts to meet customer demands. Long lines, empty shelves and blocked aisles are history.

Improve your marketing efforts

Network video enables immediate evaluation of marketing and promotion campaigns. You quickly find out whether your end-caps, in-store signage, and display windows really attract customers. Your customer and POS metrics are only a mouse click away, enabling strategic marketing decisions to boost your sales. And it can all be done in real-time and remotely, for single or multiple stores.

Ensure customer satisfaction

Network cameras can identify empty shelves and alert staff that they need to be restocked. They can also let you know when a queue is too long, so you can open more cash registers. In other words, network video en-



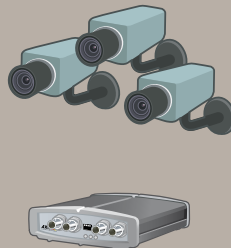
With Axis network video solutions, you benefit from high-resolution images providing a remarkable level of detail.

How it works



Axis network cameras

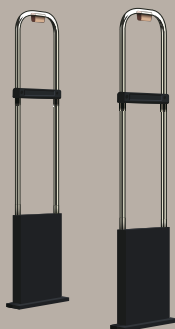
Axis network cameras are the most advanced, intelligent and versatile on the market. They run on Ethernet networking, providing an easy way to capture and distribute high quality video over any kind of IP network or the Internet. Any of the cameras from our broad selection can be connected directly to your IP network.



Analog cameras and Axis video encoders

Axis video encoders enable you to connect your existing analog cameras to your IP network, thus minimizing your investment requirements, and taking advantage of the numerous functionalities network video offers.

IP NETWORK



EAS integration

It is possible to integrate the Axis network video system with your EAS system to ensure complete, high quality video coverage of all EAS incidents.



POS integration

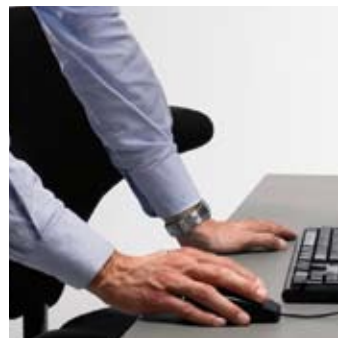
The network video system easily integrates with your POS system. It enables remote monitoring of real-time and historic POS transactions with associated video.

Fast return on investment

All of the functional benefits of Axis network video – crystal-clear images, high-quality recordings, integration with existing network and POS and EAS systems, intelligent analysis capabilities – translate directly into financial benefits as well.

Do you already have a network infrastructure in place? Keep it! Axis lets you make use of your existing investments, while giving you a scalable system that grows with your needs.

Additional cameras and storage capacity, even new technologies, are all easy to add, thanks to Axis' use of open industry standards. Maintenance costs are low and installation costs are minimal, thanks to such

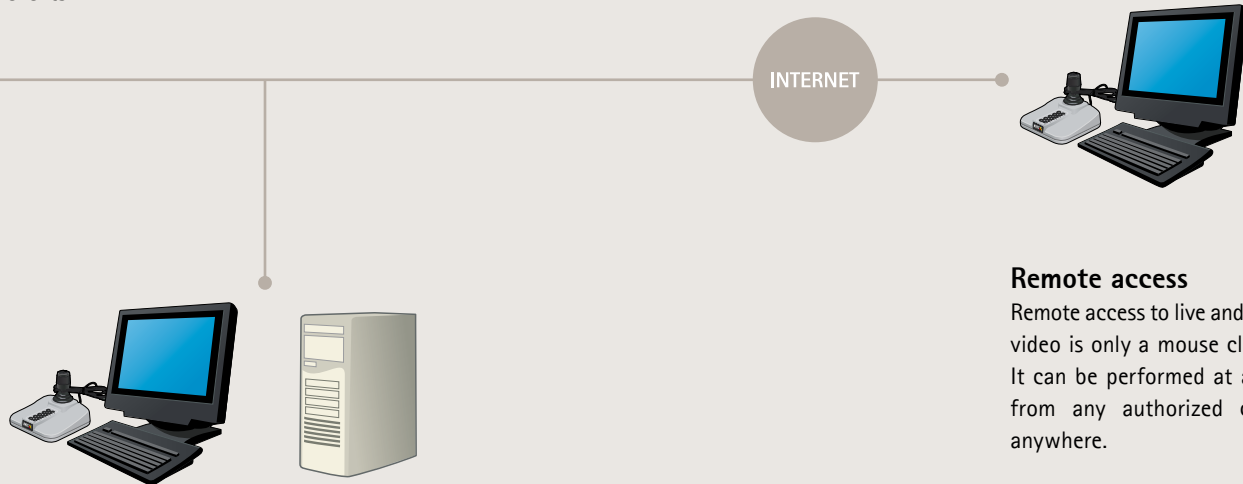


In-store monitoring

In-store monitoring of real-time or recorded images is easy from any of your authorized PCs connected to the IP network. Video monitoring, event management functions, analysis, and recording can be performed using specialized video management software. You can, for instance, record video continuously, on schedule, on alarm and/or on motion detection. The software can have multiple search functions for recorded events.

Digital recording

Digital recording of video images on standard PC servers rather than proprietary equipment such as DVRs radically reduces management and equipment costs. All video data can be saved on a central server – even in a remote location to prevent tampering – with efficient access from any authorized PC.



Remote access

Remote access to live and recorded video is only a mouse click away. It can be performed at any time, from any authorized computer anywhere.



technologies as Power over Ethernet, i.e. power delivered to the network camera via the same cable as for the network connection. We believe in keeping the cost of ownership low.

Event-driven surveillance can relieve your security guards from the time and effort wasted in responding to false alarms. Alarms can activate automated SMS or e-mail messages. Cameras can send images of a break-

in to a specific security guard's phone or PDA, enabling him to assess whether or not his presence is required. Add to this other intelligent algorithms, such as people-counting, and you can achieve a remarkable return on your investment.



Proven in retail environments all over the world

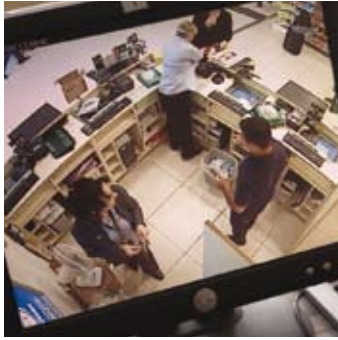
Do you have a single shop? A chain of stores? Franchises, malls or other retail complexes? Studies of the trends in the retail industry all reach the same conclusion: network video technology is replacing analog surveillance systems. And Axis has the largest installed base of network cameras in the world. We have proven solutions, whatever your needs.

You probably find yourself in one of these positions:

- > **You already have an analog CCTV system in operation.** Axis helps you make a seamless switch to network video technology while protecting your existing investments. Simply combine your present system with Axis video encoders to start your move towards network video.
- > **You have a network video system but need to expand it.** Axis solutions are fully scalable and compatible with your existing infrastructure – so you can leverage your investments.
- > **You are about to build a complete new surveillance system.** Axis solutions are based on open standards – so they work with proven, industry-standard equipment, giving you maximum flexibility.

The cost-effective approach to a future-proof system

Regardless of your present position, Axis enables you to benefit from the best and the latest in network video, and leverage your investments. Thanks to open standards, Axis network video systems are reliable and future-proof. You gain instant access to all the benefits of network video from the market leader. And you position yourself to take full advantage of new, advanced features in years to come.



Loss prevention

- > Reduce theft
- > Reduce inventory shrinkage
- > Detect suspicious behavior
- > Decrease slip-and-fall claims
- > Uncover employee sweethearting
- > Integrate with your POS system
- > Analyze and resolve EAS incidents

Improved safety and security

- > Ensure continuous and event-driven video surveillance
- > Investigate crime and identify suspect

Optimized merchandising and operations

- > Control stocks
- > Optimize store layouts
- > Improve signage and displays
- > Determine shop space value
- > Allocate staff where needed

Enhanced customer experience

- > Study employee/customer interactions
- > Assess customer flow
- > Understand customers' buying behaviors

Our customers say it better

Citgo Sooper Stop, USA

"The network video system gives me state-of-the-art security at an affordable price."

Hughes & Hughes, Ireland

"Thanks to Axis network cameras, I typically watch trading across our stores for about an hour or two per day. There is no better tool for gauging our business. The information I get from what I see helps me make more informed management decisions."

Hugo Boss, France

"What appealed to us was the ability to access the images transmitted by the Axis network cameras installed over the 3 floors of the shop in real time, in complete safety, and from anywhere in the world."

Stadium, Sweden

"Each and every security arrangement helps fight crime and makes our stores less attractive for break-ins and robberies. The extra confidence our staff gains makes it easier for them to control situations that might have gone out of control before."

The Grape Group, Australia

"Axis surveillance solution has proven to be a powerful security tool for us. This has been one of the most valuable investments we've made in the business to date."

La Despensa supermarkets, Spain

"The main benefit we have obtained is that the quality manager can now monitor, from any location and 24 hours a day, the activity at each of the supermarkets we own across Spain."

ZeroDegrees, UK

"The information I get from these cameras enables me to take the temperature of the company. The best way to iron out an issue is to see it with your own eyes, take stock and then act to ensure profitability and staff morale are not adversely affected."

Douglas Court Shopping Centre, Ireland

"The near elimination of slip and fall claims and clear drop in shoplifting losses at Douglas Court, together with more effective policing of fire escape corridors, all makes for a safer and ultimately more profitable retail center. We are therefore very pleased with the new surveillance system which has clearly delivered rapid return on investment for the group."

For further information, visit www.axis.com/retail

For the latest news in retail surveillance, visit www.retail-surveillance.com

About Axis Communications

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.

Axis is a Swedish-based company, operating worldwide with offices in 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com