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AXIS Camera Companion is interesting when retailers install surveillance solutions

There has been considerable interest from the market for AXIS Camera Companion, a surveillance solution for smaller camera installations, since its release in March 2012. Strongest demand has been seen in Southern and Central Europe and in the Americas region.

Axis sees good growth potential with AXIS Camera Companion for smaller systems. Small companies, gas stations, pharmacies and retail businesses, that are demanding professional easy-to-use systems for increased safety and security, have displayed considerable interest. Easy installation, superb HDTV image quality and access to video from the cameras via Internet are some appreciated features.

“AXIS Camera Companion has received a very positive reception. We have seen strongest demand in Southern and Central Europe and in the Americas region. Generally speaking, we expect the global network video market to continue to develop in line with what has been communicated previously,” says Ray Mauritsson, President and CEO, Axis Communications.

Retail is one of the sectors where demand is strongest for a surveillance solution for small installations. For the retail trade, surveillance cameras generally mean reduced theft. In a recently conducted survey among retailers in the UK, Ireland, Denmark, Sweden, Finland and Norway 80 percent of the 700 traders, who own 40,000 stores, reported that cameras reduce shrinkage. The survey is carried out by the Centre for Retail Research, a research and analysis company, on behalf of Axis Communications. Access to cameras via Internet, lower overall costs, and the fact that cameras may be used to enhance store processes, for instance when it comes to improved personnel planning and better exposure of goods, are some of the advantages that were mentioned.

Today the market for small installations mainly consists of analog cameras, but a technology shift towards network based surveillance is underway.

“With AXIS Camera Companion we are driving the technology shift from analog to digital video surveillance in small installations. AXIS Camera Companion is a good example of how we are the driving force in the network video market through our innovative products,” says Ray Mauritsson.

AXIS Camera Companion has received a number of awards such as a “Highly Commended Product Award” from Detektor International, a “ASIS Accolades ‘Security’s Best’ Award”, a “Maximum Impact Award” for the best video surveillance system and a “Futurshop 2012 Award” for best security product.

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About Axis Communications.

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analog 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 1,000 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. For more information about Axis, please visit our website www.axis.com