



Step into the
seamless store

Set new standards for security in luxury retail

Enhance safety and security

Video surveillance has always been an essential tool for security in luxury retail. As criminals become more advanced in their ways of operating, staying one step ahead is essential. With Axis network video and audio solutions, luxury retailers can not only prevent criminals, but also gather and analyze information to get a deeper understanding of their actions, as well as protect the safety of customers and staff. From the storefront to the sales floor, our solutions help create smooth, secure, and seamless operations.

Tight integration, interoperability, and scalability

Axis solutions can increase the safety of the working and shopping environment and protect assets and premises. For example, our solutions detect loitering, missing objects, and prevent unknown people from entering the premises through access control. Our technology is compatible with existing solutions and highly scalable. Cameras can, for example, be discreetly integrated into light fittings so they don't interfere with the interior design of a boutique.



Use cases for the security of luxury stores

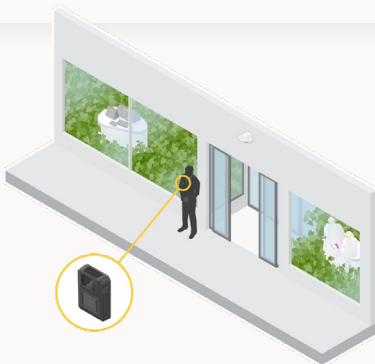
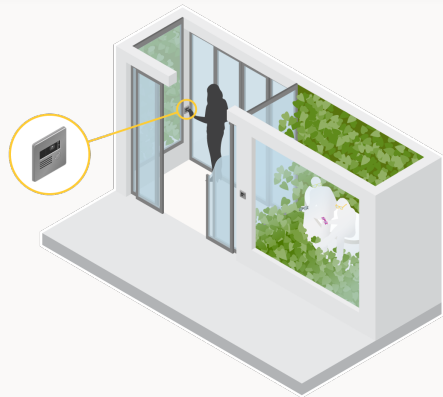


Pre-burglar alarm notification

Detect and deter someone from breaking in before the burglar alarm goes off. An Axis camera, strobe siren, and loitering analytics covering the boutique enable an earlier reaction and response from the security operation center.

Access control vestibule

Control who enters and exits the store and slow down any potential thieves. A vestibule with an intercom and two sets of interlocking doors adds an extra layer of security to the store while reducing the number of security guards.



Compliance and liability protection

Protect your security guards and gain visual evidence of incidents. Axis wearable cameras on security guards or staff positively influence the actions of customers and can have a deterring effect on bad behavior.

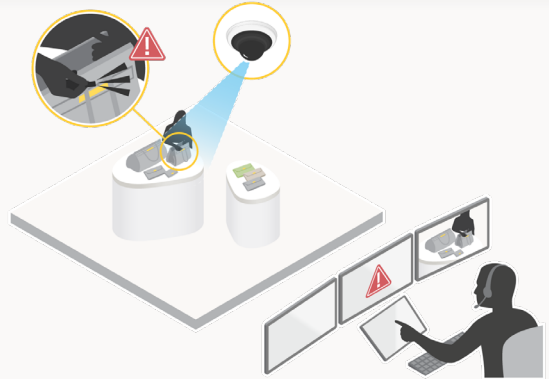


Situational awareness

Get full coverage of the sales floor while also being able to track people of interest. Using a multi-sensor camera embedded with PTZ, you can track an individual while keeping full coverage of the surrounding area.

RFID alert detection

Discover if a product is removed from its original position. Axis cameras with AI objects analytics start counting the time once an object is displaced. If the time exceeds a designated period, an alert will be delivered to security managers.



Automated cabinet locks

Secure high-value goods when glass cabinets are opened. Our analytics solution keeps track of how long cabinets remain open. By swiping the card over a reader, the cabinets unlock, and once the cabinet is opened, the other cabinets will automatically lock.

Why Axis for luxury retail?

- > Maintain security, prevent loss, and protect staff
- > Robust camera technology with an extended lifetime
- > Technology compatible with existing solutions and highly scalable
- > Discreet integration of cameras and speakers into light fittings and interior design
- > Meet sustainability goals with high environmental and ethical standards
- > 5-year hardware warranty service

For more information, please contact your Axis representative and let us know how we can support your needs or visit www.axis.com/retail



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.