



Digital surveillance drives competitive advantage for retailers.

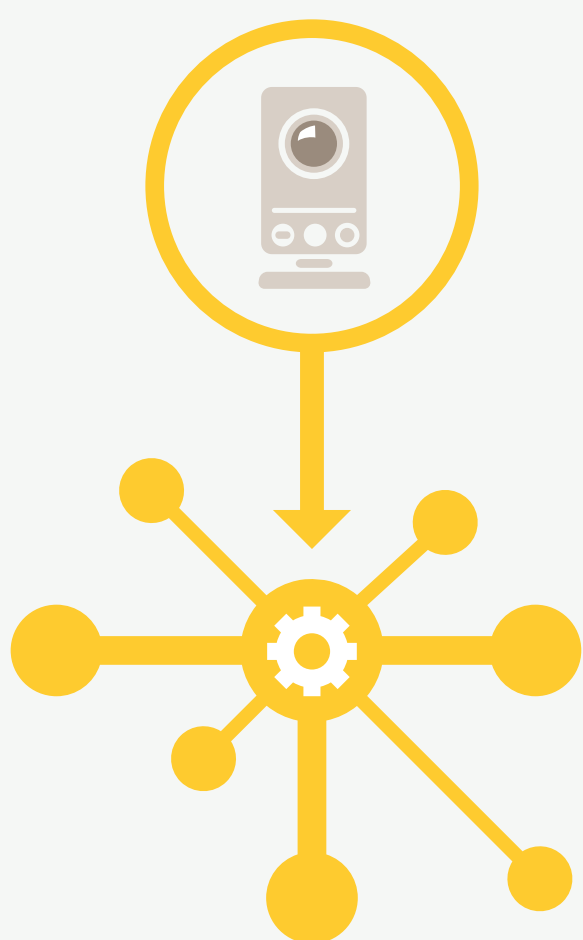
278

retailers surveyed,

representing

20,350

stores



27%

of UK retailers say integration with business analytics is the main driver for adopting network IP

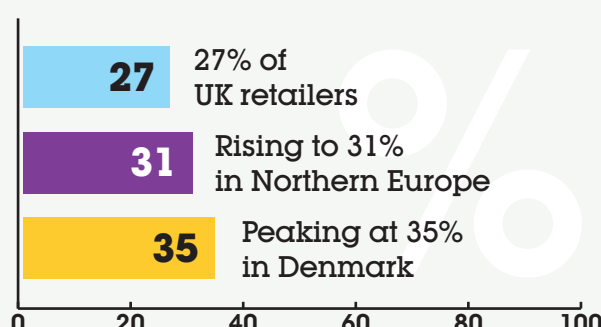


Image quality

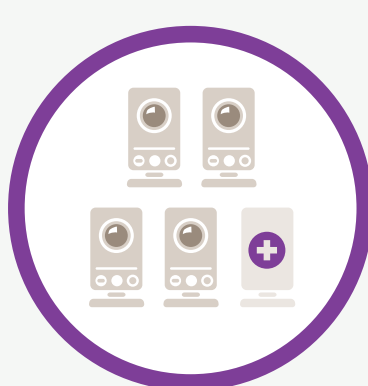


as an important factor

Other drivers:



remote access



scalability



reduced cost of ownership



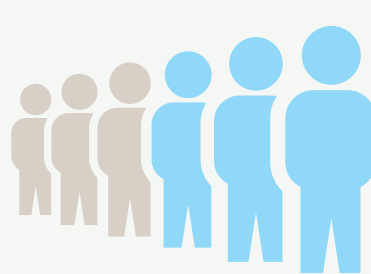
Queue Management

49.9%



People Counting

49.2%



are the two most important non-security applications



For further information and the latest news visit www.axis.com/retail