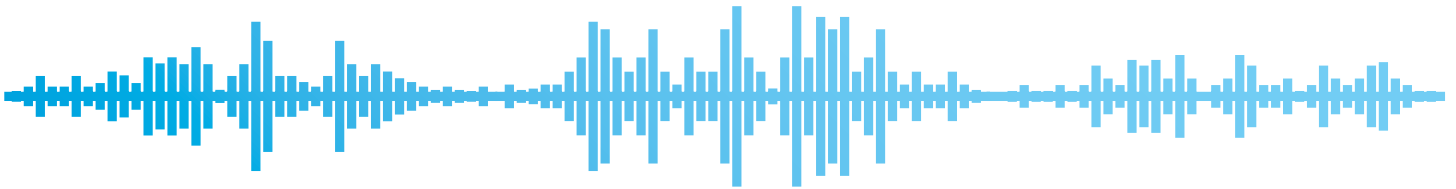# Why choose
NETWORK AUDIO?

Axis offers complete, high-quality network audio systems that are perfect for security, background music and announcements in stores and other settings. Discover Axis network audio and how it can work for you!
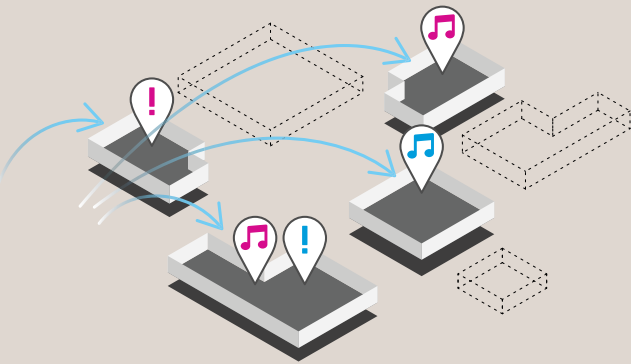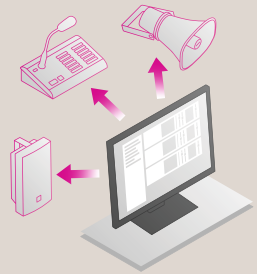
ALL IN ONE

Get a single, cost-effective integrated system for background music and announcements with **everything you need built right in.**
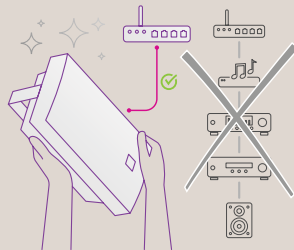
CENTRAL CONTROL

Take control of the entire system, including network speakers, audio bridges and microphones, **from a single point** via a single, intuitive interface.

EASY TO INSTALL

You need only **a single standard network cable for connectivity, power and communication** and connecting to your existing infrastructure – and there's no need for tuning.
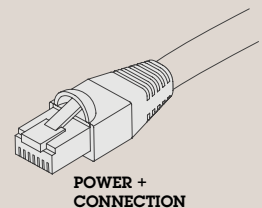
POWER + CONNECTION

SCALABLE

It's **both easy and cost-effective to update and add units to your solution** as your needs change, regardless of whether you want to increase the size, add sites or simply take advantage of new features.

FLEXIBLE

Play and schedule **different content in different zones** – and easily change both the zones and the content anytime.

EASY TO INTEGRATE

Connect and integrate your audio system with other **systems** and devices such as your access control system and cameras
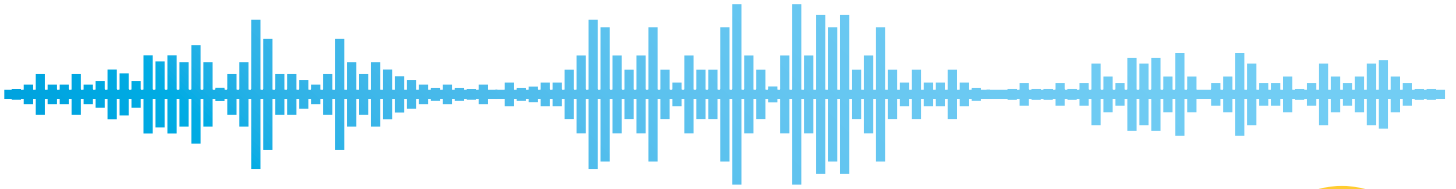
INTELLIGENT SYSTEM

Use integrated audio player and built-in **or plug-in apps** for music streaming, event driven or scheduled announcements, audio detection, health monitoring, and so on.

Learn more at **www.axis.com/audio**

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NETWORK AUDIO
Retail Use Case Stories

An example of a department store chain located in suburban shopping malls

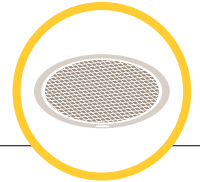## AUTOMATED AUDIO RESPONSE TO DWELL TIME IN DEPARTMENT STORE

CHALLENGE
This department store wanted to deter shoplifting by increasing and speeding up personal interaction with loiterers.

SOLUTION
The Queue Monitoring ACAP was used as a 'dwell-time' trigger. An audio clip was initiated through the Axis network ceiling speaker and sent off a notification to attend to the customer in a specific zone.

RESULT
Through this example we have seen a reduction in organized crime and an 85% reduction in shrinkage. This solution has increased sales and improved the customer experience due to quick response times.

Multinational retail corporation that operates more than 10,000 stores

AUTOMATED AUDIO RESPONSE TO NEW PARKED CARS AT DEPARTMENT STORE

CHALLENGE
This retail corporation wanted to deter muggers in their parking lots and increase perceived safety for their customers.

SOLUTION
A pod with cameras triggered by new cars arriving played an audio clip through our Axis network horn speaker, "Welcome to XX, we look forward to seeing you in the store."

RESULT
Through this solution we have seen a reduction in muggers. Potential criminals understand they are being watched and customers have a sense of ease knowing they are safe in the parking lots.

A large US retailer that operates over 1,200 stores.

CHANGE STAFF BEHAVIOR AND KEEP IMPORTANT AREAS CLEAR

CHALLENGE
A large retailer was incurring a variety of fees from OSHA for leaving boxes and equipment in front of emergency exits. Even through training, they were unable to change the behavior of their staff.

SOLUTION
Network cameras were connected to an audio system, running the onboard ACAP analytic to monitor the area in front of the door, and an alert was broadcasted over a cabinet or horn speaker when an important area was blocked. If the area remained blocked, a louder alarm would annunciate an alert and a notification would be sent to a manager.

RESULT
Staff behavior was changed in less than 24 hours and the company has significantly decreased fees for safety violations as well as keeps emergency exits free of clutter in the event of an emergency.

Learn more at **www.axis.com/audio**

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