

Axis Campaign 1 — 1-Pager Copy

HEADLINE

Your security system has more to say.

SUBHEADLINE

Turn your Axis video infrastructure into a complete, proactive security and communications ecosystem—without replacing a single thing you already own.

BODY COPY

Your Axis S-series Video Recorder is one of the most capable platforms in the industry, but if your system is only doing video, it's only doing half the job. With Axis Network Audio, you can add intelligent voice to your existing infrastructure to deter threats in real time, broadcast safety alerts, and manage facility-wide communications—all from the platform you already use.

One ecosystem for total site control.

Four ways to get more from what you already own.

1. Network Audio Portfolio

Don't just record what's happening. Stop it.

Your Axis IP speakers, strobes, and sensors connect directly to your existing camera infrastructure over a single PoE cable—so, no amplifier rooms, separate wiring, or additional infrastructure investment is required. The moment your camera detects an event, a speaker responds with an automated or live voice alert. And when you add AI-powered audio analytics that detect shouts, breaking glass, and duress calls—your system isn't just watching, it's actively protecting.

Proof points:

- Works with your existing Axis cameras and infrastructure
- Built-in AI analytics: detects shouts, glass breaking, duress, and more
- One PoE cable handles power and connectivity
- Scales across retail, education, healthcare, transportation, and more

2. Audio Manager Pro Software

Enterprise audio management. Already included.

Axis S-series Video Recorders ship with 10 perpetual Audio Manager Pro licenses at no additional cost, so you already have the software to schedule announcements, manage paging zones, and broadcast safety messages across your facility. But you most likely haven't turned it on yet. Once on, you can easily scale up to 5,000 speakers across 200 zones as your needs grow—with no subscriptions—and with licenses perpetually tied to your hardware.

Proof points:

- 10 perpetual AAM Pro licenses included with every S-series recorder
- Manage up to 5,000 speakers across 200 zones
- Schedule announcements, live paging, and streaming audio from one interface
- No subscriptions—perpetual licenses tied to hardware

3. Axis Camera Station Pro Licenses

Your recorder is built to grow. Here's how.

ACS Pro licenses let you expand your S-series deployment beyond its out-of-the-box capacity—whether by adding more Axis devices as your site grows or by integrating existing third-party cameras into the Axis ecosystem without replacing them. Your core licenses are perpetual and tied to your hardware, so no new subscriptions are required, bringing your entire infrastructure under one platform, on your timeline.

Proof points:

- Add Axis devices with perpetual Core licenses—no subscriptions
- Integrate existing third-party cameras with Universal licenses
- Manage everything from a single ACS Pro interface
- Future-proof your investment without rip-and-replace

4. ACS Pro + Audio Manager Pro Integration

One platform. Video and audio, finally unified.

With the latest integration, Audio Manager Pro now lives directly inside Axis Camera Station Pro, so you can manage your cameras, recorders, and speakers from a single interface. No more switching between systems and no more separate software windows. Audio zones automatically trigger based on video analytics events—so, when a camera detects a threat, the

right speaker responds. Instantly, automatically, and with zero manual intervention. One platform. One support relationship. Total control.

Proof points:

- Manage video and audio from a single ACS Pro interface
- Trigger speaker zones automatically from camera analytics events
- No separate software—AAM Pro is embedded directly into ACS Pro
- Single point of contact for end-to-end Axis support

It all works together—by design.

Axis Network Audio isn't an add-on, it's the natural extension of your Axis video ecosystem—built on the same infrastructure, managed from the same platform, supported by the same team. Every component is designed to work with what you already have, so you get more from your existing investment without starting over.

Ready to activate the full potential of your Axis system?

Talk to your Axis partner or visit [Axis.com](https://axis.com) to learn more about Network Audio, Audio Manager Pro, and the complete Axis ecosystem.

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