

PRESS RELEASE

Stockholm, April 7, 2011

Niscayah introduces a new generation of smart video solutions for the retail segment based on network cameras from Axis Communications

A series of new services for retail are now being released by the security company Niscayah, which will take the use and the value in video surveillance to the next level. One of the services makes it possible to see video directly in one's cellphone, while the image quality is ensured by Niscayah at the same time.

In conjunction with Niscayah's global solution development department, Niscayah Sweden has produced a new generation of video services, specifically developed for the retail segment. The new service packages will be launched at the *Butikslieferantör 2011* trade fair in Kista, Sweden on 12-13 April.

Through the new services, Niscayah aims to eliminate several of the challenges which exist on the market today, including complicated usage, high costs and low utilization of installed camera systems. Niscayah will initially release three easy-to-use service packages for smart video surveillance, tailored to the needs of the customer. The system used in the service packages is Axis' video hosting solution, which is particularly suitable for retail.

The Swedish clothing chain store Gina Tricot is participating in a pilot project for the new services: "The benefits we perceive with Niscayah's video solutions are that they are cost effective and embrace modern technology; this makes it possible for our store staff to concentrate on our customers and increase their satisfaction, while at the same time, we can check centrally that the camera is functioning in the stores where we choose to install cameras", says Fredrik Appelqvist from Gina Tricot.

"The store staff should have time to take care of their customers and the store, and they should also feel secure. At the same time, there is a greater need for visitor statistics and information regarding visitor patterns which will now be easily accessible through our new video services", says Markus Boberg, Head of Retail at Niscayah Sweden. "We have listened carefully to our customers, and understand that video services must be more cost effective and easier both to use and administer. What you are really paying for is often unclear. We want to change this", continues Markus Boberg.

Retail is one of the segments that Niscayah is investing heavily in, which is in line with the new global business strategy that the company presented last year. The new services are designed for chain stores as well as for individual store owners. Niscayah is collaborating with the camera manufacturer Axis in order to ensure high quality in the individual camera products included in the service package.

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Niscayah Sweden offers technical systems, security services and fire alarm systems. Niscayah assists customers with analysis, installation, commissioning, service of equipment, remote services and training. Niscayah AB is present in 33 locations in Sweden and is a wholly-owned subsidiary of the parent company Niscayah Group AB (publ), which has a presence in 14 countries in Europe as well as in the US. The services include camera surveillance, intrusion protection, access control systems and fire alarm systems. Read more on www.niscayah.se

This press release is also available on Niscayah's home page: www.niscayah.com

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