

## Axis IP surveillance.

Endless possibilities for video surveillance.



**The video surveillance market is growing constantly, driven by increased public and private security concerns, as well as a technology shift.**

The transition to network video is a reality as customers take advantage of flexible, industry standard systems for security and video surveillance. As security management over the IP network expands and intelligence capabilities move out to network cameras, systems can scale much more easily. This move to open systems empowers a much more productive and cost-effective means of surveillance than was ever possible.

# **Meeting today's video surveillance challenges.**

**For the security manager, the shift to network video creates new opportunities where digital technology can be put to use to deliver maximum value.**



### **Superior image quality**

Image quality is clearly one of the most important features of any camera, if not the most important. Superior image quality enables the user to more closely follow details and changes in images, making way for better and faster decisions to more effectively safeguard people and property. It also ensures greater accuracy for automated analysis and alarm tools. Axis network cameras provide high-quality video images, and megapixel and HDTV network cameras are available to provide even more image details.



### **Remote accessibility**

With network video, users can access real-time video at any time from any authorized computer anywhere. Axis network video products provide an easy way to capture and distribute high quality video over any kind of IP network or the Internet. The video can be stored at remote locations for convenience and security, and the information can be transported over the LAN or Internet.



### **Easy, future-proof integration**

There are almost no limitations as to where a network video product can be placed. Axis network video has the capacity to provide a high level of integration with other equipment and functions, making it a continually developing system. A fully integrated Axis network video system can be used for a multitude of applications simultaneously: for instance, access control, building management, point-of-sales systems, ATMs, as well as fire alarms, intruder and visitor management.

### **Scalability and flexibility**

An Axis network video system can be expanded by adding more network cameras. You can choose exactly what you need today, and scale the system at any time to meet your growing needs. New technologies, additional cameras, and extra storage capacity can all be easily added when required, thanks to strict adherence to industry standards.

### **Cost-effectiveness**

Based on open standards, Axis network video products run on IP networks. Using standard PC server hardware rather than proprietary equipment such as DVRs radically reduces management and equipment costs, particularly for larger systems where storage and servers are a significant portion of the total solution cost. Additional cost savings come from the infrastructure used. IP-based networks such as LANs and the Internet can be leveraged for other applications across the organization.

### **Distributed intelligence**

These days, a massive amount of video is being recorded, but never watched or reviewed due to lack of time. As a result, events and activities are missed, and suspicious behaviors remain unnoticed. With network video, intelligence has been brought into the camera itself. Network cameras can have built-in video motion detection and alarm management so the camera decides when to send video, at what frame rate and resolution, and when to alert a specific operator. Other unique features include audio detection and active tampering alarm.

# The IP way

## Protecting existing CCTV investments

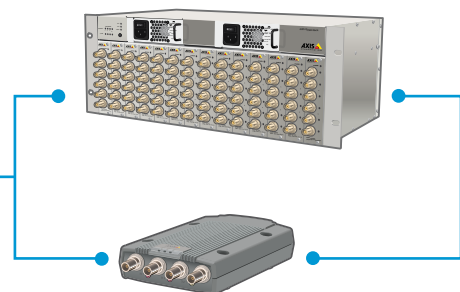
Significant investments in analog CCTV systems may have already been made. The technology shift to network video does not, however, mean that existing analog CCTV investments have to be discarded. With an Axis network video solution, you can integrate your existing analog system into an IP-based solution. The solution enables you to take advantage of numerous functionalities such as remote pan/tilt/zoom, Power over Ethernet, audio detection and video motion detection, while meeting user requirements for image quality, recording capabilities, reliability, and cost-effectiveness.

## Leveraging IT investments and achieving a lower total cost of ownership

The majority of businesses now have high-speed, IP-based networks connected to the Internet. Adding an Axis network video system simply utilizes and extends the same infrastructure to include video functionality. Standard IT equipment such as switches, PC servers for video recording and storage, are used, so existing investments in IT infrastructure and devices can be leveraged, ensuring high return on investment.



Analog cameras



## Axis video encoders and rack solutions

Axis video encoders make it possible to move toward a network video system without having to discard existing analog equipment. They connect to analog cameras, digitize the images and send them over an IP network, allowing analog cameras to take advantage of many of the same benefits as provided by network cameras.

## Megapixel and HDTV network cameras

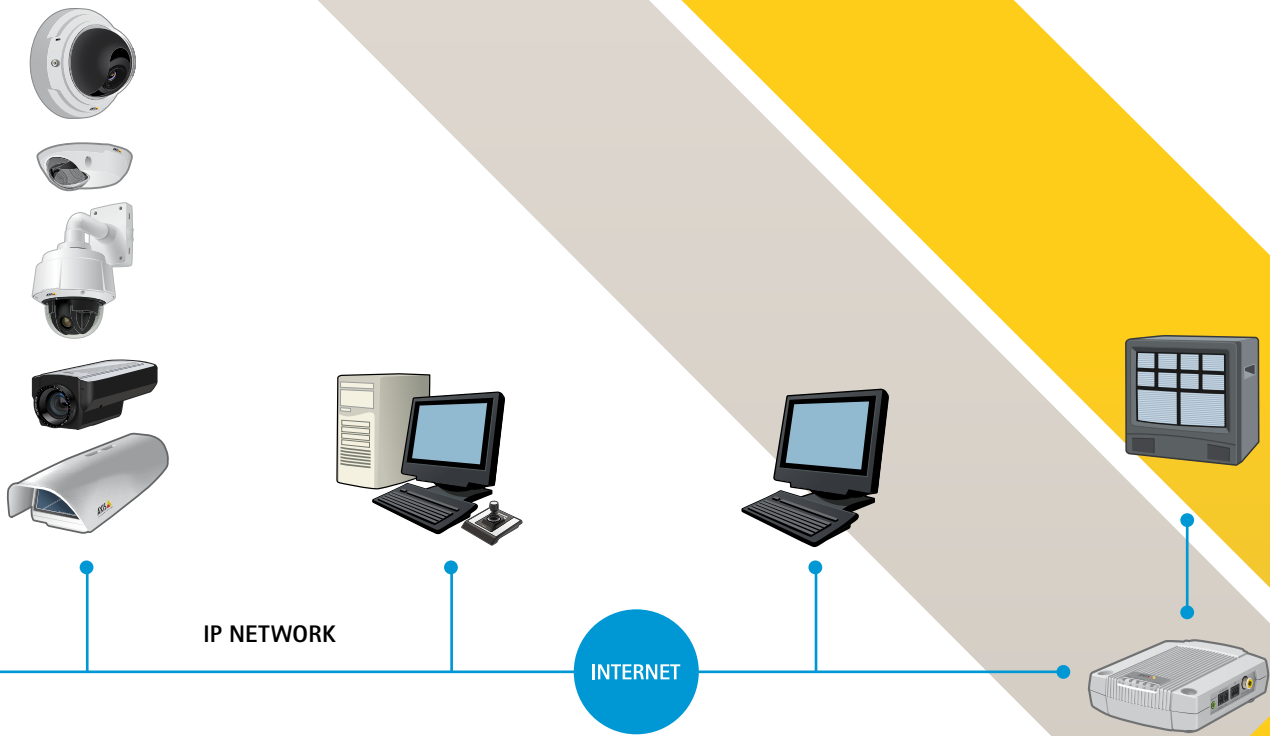
Megapixel network cameras enable at least three times higher resolution of video images than can be provided by analog CCTV. An HDTV network camera provides even better video quality with full frame rate and excellent color representation. Megapixel and HDTV technology enhances the ability to identify people and objects.



## Outdoor, day/night and thermal video surveillance

Many network video products are designed for tough environments. Network cameras and video encoders can be resistant to dust, vibrations, humidity and vandalism. Automatic day and night functionality ensures good image quality even during night time - outdoors as well as indoors. Thermal network cameras enable operators to detect people, objects and incidents also in complete darkness and other difficult conditions such as smoke and haze.





### Axis network cameras

They capture and send live video after connecting directly to the IP network.

### Video management and storage

A standard PC with video management software can be used to monitor and record the video.

### Remote access

Any camera can be monitored remotely from anywhere on the LAN or the Internet.

### Axis video decoder

If network video streams need to be monitored on existing analog equipment, an Axis video decoder can be used.

**An Axis network video system is able to send video without the need for a dedicated physical infrastructure. It uses standard IP networks, such as Local Area Networks (LANs) and the Internet, for transporting information, rather than dedicated point-to-point cabling used in analog video systems.**

# 1. Network cameras for any need

Axis provides the market's largest portfolio of network cameras, delivering key benefits to video surveillance users.

## Fixed network cameras

A fixed network camera meets a variety of application needs, and its traditional camera design adds a deterring effect. The viewing direction is set once the camera is mounted. There are several models with a varifocal lens and/or exchangeable lenses for increased flexibility. Housings are available for mounting the camera outdoors or in harsh environments.

## Thermal network cameras

A thermal network camera creates images based on the heat that always radiates from any object, vehicle or person. The cameras see through complete darkness and deliver images that allow operators to detect and act on suspicious activity around the clock in all conditions. Thermal network cameras are a perfect complement to any professional IP surveillance system.

## Fixed dome network cameras

A fixed dome network camera is a compact camera solution with a dome casing. Its main benefit lies in its discreet, nonobtrusive design, as well as in the fact that it is difficult to see in which direction the camera is pointing. The camera's dome casing design offers efficient protection against redirection and defocusing.

## PTZ dome network cameras

Offers network video functionality combined with pan/tilt/zoom capability, enabling wide area coverage and great details when zooming in. The camera's movement is easily controlled by an operator, or it can be run in guard tour mode, where the camera automatically moves between preset positions. PTZ dome network cameras are available in outdoor-ready models for easy and reliable installation in tough environments.



## 2. Video encoders

A cost-effective way to integrate analog cameras and gain important benefits of network video.

### Standalone video encoders

Standalone video encoders are versatile solutions for migrating analog cameras to network video in small to large installations. Axis offers standalone video encoders with different levels of functionality supporting 1, 4 or 16 analog channels, and ruggedized versions are available for tough environments.

### Video encoder blades and racks

Blade versions of video encoders offer the same capabilities as standalone products, but require mounting in a video encoder rack to function. A rack with encoder blades provides a high-density solution for migrating large-scale analog installations to IP, and can accommodate from 1 up to as many as 84 analog channels in one unit, providing a flexible and expandable solution.

## 3. Accessories

### Axis accessories

Axis offers a wide range of accessories for enhanced operability and image quality. This includes housings for protection of cameras against rain, heat, cold, dust and vandalism, and mounting accessories for easy

installation of cameras in various locations. A broad selection of lenses and illuminators can be used to complement the cameras and optimize image quality.

## 4. Video management software

Axis provides a complete range of software solutions for a broad spectrum of industry segments and applications.

### AXIS Camera Companion

Basic surveillance where video is recorded in the cameras and no other recording device is needed, typical for small businesses. AXIS Camera Companion provides everything needed for basic video surveillance, for example live view and recording, video search and efficient video exporting.

### Hosted Video

Surveillance provided as a cloud-based service, typical for businesses with several small sites. Axis network of video service providers handle storage, maintenance as well as additional services such as remote guard tour - making it a trouble-free alternative to a traditional on-site solution.

### AXIS Camera Station

Fully featured surveillance where video is recorded on a system server, typical for medium-sized businesses. It supports the unique capabilities of Axis network video products and provides everything needed for professional surveillance: alarm management, site maps, tampering alarm, cross-line detection, and more.

### Axis' Application Development Partners

Customized and specialized surveillance solutions provided by Axis partners for any system complexity or size - small, medium or enterprise. Axis works with more than 800 Application Development Partners globally to ensure tightly integrated software solutions for Axis network video products.

# About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform – delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS.

For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).