

## Driving network video's potential.

Making your video surveillance support your vision.





# 1996

In that year, Axis introduced the world's first network camera. Ever since, we've served the market with a consistent succession of winning network video products and breakthrough technologies.



Axis is recognized as one of the most trustworthy brands in the video surveillance industry. Research firms rank Axis as the leader in the global network video market and as one of the top four providers of video surveillance equipment overall.\*

\*Source: IMS research report, "The world market for CCTV & Video Surveillance Equipment, 2011 edition"

# As the driving force, we set the standards.

Axis helps customers around the world to protect people, property and assets, optimize processes and improve business efficiency. In doing so, we help to create further value for their business. Our aim is simple, but its effects are far-reaching: to help you make the most of network video, thus giving you the power to fulfill your vision and the potential to expand your horizons.

## **Always a step ahead**

By spearheading network connectivity and IP, Axis brought the full benefit of network video to video surveillance and remote monitoring. And that was just the beginning. To give customers a better path to their goals, we continue to raise the bar for network video use and usability in a growing range of applications. Incorporating open standards and embedded intelligence, Axis solutions ensure the flexibility and scalability that keep your future bright.

## **Dedicated to network video**

We are innovators and specialists, focused on professional network video. Axis and its partners, who include security and IT experts worldwide, develop, deliver and support cost-effective, user-friendly solutions. At the same time, we use network video's potential to pave a path to new business solutions and new business opportunities – for both the industry and its customers.

## **Building on a solid foundation**

Customers around the world benefit from more than five million Axis network products, and the world's largest installed base of network cameras. The experience gained from these installations inspires every solution we create, resulting in well-informed product development, well-proven solutions, and a clear vision of the next step in video surveillance. As one of ONVIF's founders, Axis aims to establish global interconnectivity standards for all network video products.

## **All the right connections**

Axis works worldwide with a comprehensive network of specialists. From risk assessment to installation and support, we cooperate closely and dedicate resources to sharing and building on know-how with our partner network. This ensures you a secure, reliable solution with enduring video surveillance results, supplied by a team of partners who always care.





# 25+

For over 25 years, Axis has put strong focus on research and development. We work systematically to develop and refine the technology platforms and products that are carrying network video into whole new application areas.



#### **Breakthrough Axis technology**

Our products use Axis core technology – the ETRAX® and ARTPEC® chips. With unrivalled network video experience, we deliver powerful networking functionality and results-enhancing features like motion detection, Power over Ethernet, megapixel, HDTV, two-way audio, alarm inputs/outputs, active tampering alarm, thermal detection, and much more.

## We think beyond your surveillance goals.

The key to optimizing your security and harnessing the power of network video is to choose a partner with the knowledge, focus and resources to help fulfill your long-term vision. The industry's most comprehensive and usable portfolio of professional network video products and solutions delivers the quality, reliability and flexibility to secure your goals.

### **Network cameras – unsurpassed visibility**

Axis designs and builds fixed cameras, fixed domes, PTZ cameras, PTZ domes, megapixel, HDTV and thermal cameras for day and night and indoor and outdoor use. They provide unparalleled benefits for users of video surveillance and remote monitoring systems.

### **Video encoders – a secure bridge to IP**

Axis offers a full range of hybrid solutions that help customers cost-effectively integrate existing analog CCTV systems into IP-based video solutions, or even vice versa. This protects analog investments, delivers all the benefits of network video, and gives you a secure bridge to the future.

### **Video management – customized control**

Utilize the full power of your network video capability with Axis video management software for remote viewing, recording and powerful event management. You can also select a video management system that is tailored to your needs from the wide range of software solutions offered by Axis' Application Development Partners (ADPs).

### **Accessories – to enhance performance**

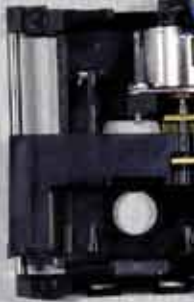
To support and augment the capabilities of our cameras and encoders, Axis offers a full range of essential accessories, including protective housings, IR illuminators, lenses, lens and mounting attachments, joysticks, and more.

# The difference is in the detail.

We focus on delivering dependable products that best fit into the user's environment. On the outside, our products' modern, streamlined look discreetly blends in with the surroundings. Inside, there's Axis' superior image quality and reliable, award-winning performance.

## Easy installation

Axis network cameras are designed for easy installation and configuration, and features such as remote zoom, remote focus, and pixel counter ensure that the cameras are quickly up and running.



## Integrated audio

Axis network cameras integrate audio signals into the video stream and enable two-way audio at remote locations.

## Local storage

SD/SDHC memory cards enable recordings without having to use external equipment.

## Power over Ethernet

The RJ-45 connector enables connection to the IP network. Built-in support for Power over Ethernet enables the camera to be powered via the network, consolidating power and reducing installation costs by eliminating the need for a power outlet.

## Advanced signal processing

Axis provides embedded systems backed by long-term experience in designing ASICs for high-performance embedded applications. Areas of expertise include networking, open standards, network protocols, and the most popular operating systems.

## Benchmark chips

Our ARTPEC® chip is regarded as an industry-benchmark for network management as well as communications and image compression.

## Video quality without compromise

Axis network video products are configurable for several resolutions and different frame rates, and support key compression formats like Motion JPEG, MPEG-4 and H.264 – to ensure excellent video quality with minimized bandwidth and storage demands.

#### ONVIF on-board

Axis now designs all its products according to ONVIF specifications, to ensure full interoperability with devices from other manufacturers.

#### Invisible but vital: VAPIX®

All Axis network cameras and video encoders use an application programming interface that makes it possible to request images, control camera functions (PTZ, relays, etc.) and set/retrieve internal parameter values. VAPIX® facilitates development of customized applications and ensures that users benefit from the widest range of third-party applications.

#### Day and night

True day/night functionality, with automatically removable infrared cut filter. This enables color video under high and low light conditions, as well as IR-sensitive, black/white video at night.

#### Lens quality

Our lenses are subjected to rigorous controls to assure the very highest quality in every respect.

#### Advanced iris control

P-Iris, a precise iris control system featured in some Axis cameras, further ensures optimal image quality in all lighting conditions.

#### High-quality, multi-megapixel image sensors

Axis network cameras use high-quality image sensors, which provide great flexibility for optimization of image quality according to key parameters such as light sensitivity and resolution.

#### No interlace delays

Thanks to progressive scan, network cameras capture the whole image at one time. This ensures a clear, sharp picture for both video and still images, and eliminates the 'flickering' that is characteristic of analog video.

#### Exceptional image detail

Network cameras offer much higher resolution than analog cameras. All our network cameras – from standard resolution to megapixel and HDTV – offer superior image quality based on advanced signal processing, custom-designed image processing and video networking chips, as well as careful selection and matching of the latest high-end image sensors and lenses.





# 45 ,000+

Wherever you are, whatever your business sector or size, Axis works with a strong team of professionals to ensure that you get the best network video results. Our combined expertise gives each customer a high-quality, cost-effective solution.







Our hands-on approach to partnership includes comprehensive training programs at Axis Communications' Academy, enabling Axis partners to stay ahead of technology changes and market trends. The unifying goal: to best serve customers, whether they be large multinational corporations, public organizations or small to mid-sized enterprises.

## We aim for network video to enhance your potential.

At Axis, open-minded thinking pervades the technologies we develop, the partnerships we cultivate, and the way we work. We aim for you to be able to capitalize on existing investments, achieve greater interoperability, and be prepared to meet future challenges. So you can continuously achieve added value.

### **Think complete solutions**

Axis creates network video solutions for the full spectrum of industry segments and applications, as well as specific solutions to specific needs – such as seamlessly and efficiently migrating analog CCTV systems to network video. Whether it is an upgrade or a new installation, whether it is 10 cameras or 10,000, Axis and its partners make deployment easy: indoor or outdoor, wired or wireless, and even in the most extreme conditions and most remote locations.

### **Think integration and interoperability**

Built on the ONVIF standard and VAPIX®, Axis' open application programming interface, our solutions ensure easy integration and scalability. We incorporate open technology standards, create solutions that run on standard networks and utilize off-the-shelf equip-

ment, so that you can make the most of your existing infrastructures. Axis always focuses on usability: utilizing our own core technologies, we are able to anticipate and quickly adapt our offering to market needs, and achieve the integration and interoperability that tomorrow's applications will demand.

### **Think results through expertise**

Whatever your aim – protecting people and property, optimizing processes or improving business efficiency – we offer a network video solution that fulfills your needs. Axis' partnerships, with global technology leaders as well as local experts, ensure the geographic coverage and the expert know-how to deliver satisfying results for even the most customized application requirements.



# 900+

The number of Axis Application Development Partners (ADP) offering software solutions for video surveillance management and remote monitoring – from entry-level software to comprehensive industrial and commercial applications. Whatever sector you're in, you will find the right solution at Axis – the world leader in network video.



# A tailor-made solution for every application

Flexibility and scalability are key promises that network video fulfills. Axis offers network video solutions that ensure enduring results, whatever your business area or application need.

## Retail

The key to success for retailers is to provide a satisfying customer experience. With Axis network video, you can achieve greater security and loss prevention, optimize store management and significantly improve store performance. Easily integrated with POS and EAS systems, an Axis network video solution enables remote and local monitoring at any time, from any place. You get rapid ROI as well as great interoperability; for instance, by combining people counting, integrated alarm functionality and register monitoring.

## Transportation

Axis network video gives you the means to improve safety, control flow and enhance overall security at airports and public transport hubs, and even on-board vehicles. Remote surveillance lets you monitor everything: check-in, platforms, gates, hangars, parking lots and baggage systems, as well as vehicles in service. Network video traffic monitoring and management reduces congestion and improves traffic flow.

## Education

From day-care centers to universities, Axis network video systems help deter vandalism and increase safety for staff and students. Using the existing IP infrastructure, no extra cabling is required. Features such as motion detection give security operators powerful tools to support action and avoid false alarms. Remote learning is another interesting application, e.g. for students who are unable to attend lectures in person.

## Industrial

Axis network video is used in a multitude of industrial applications, such as remote monitoring of manufacturing lines and processes, performance enhancement of automated production systems, incident detection and perimeter security. Network video can also support virtual meetings and improve remote technical support and maintenance.

## City surveillance

Network video is an essential tool for fighting crime and protecting the public. In emergencies, network cameras can help police or firefighters to quickly focus their action. Axis' advanced network cameras offer razor-sharp detail, motion detection and tamper-resistance. Operating over both wired and wireless networks, they are ideal and extremely cost-effective tools to promote the security that ensures safer cities.

## Government

Axis network video helps protect all kinds of public buildings, from museums and offices to libraries and prisons. Supervising security at building access areas and remote monitoring points 24/7, Axis cameras increase security for staff and visitors. They also help prevent vandalism and provide visitor statistics.

## Healthcare

Axis network video offers cost-effective, high-quality patient monitoring and video surveillance solutions that increase the safety and security of staff, patients and visitors, as well as property. Authorized hospital security staff can view live video from multiple locations, detect activity, provide remote assistance, and much more.

## Banking and finance

Starting with existing CCTV equipment and infrastructure, you can create state-of-the-art network video surveillance systems that deliver exceptional image detail and powerful event management. Security staff can monitor multiple branches from a central or mobile location, and rapidly verify and respond to alarms.

**Get the Axis picture. Stay one step ahead.**



## About Axis Communications

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.

Axis has more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT 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)