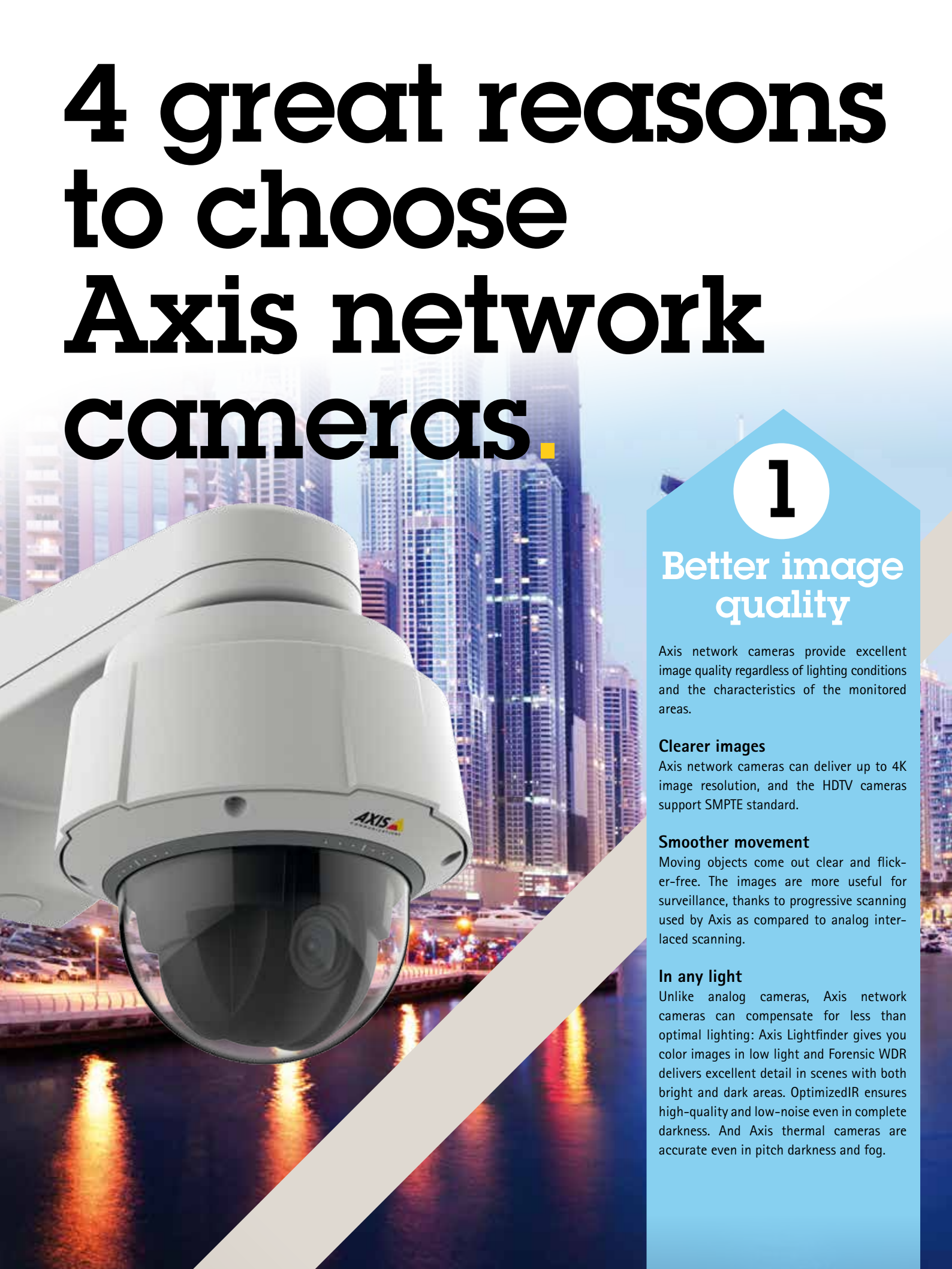
Making the case for network cameras

Endless possibilities for video surveillance.

AXIS COMMUNICATIONS

4 great reasons to choose Axis network cameras.



1

Better image quality

Axis network cameras provide excellent image quality regardless of lighting conditions and the characteristics of the monitored areas.

Clearer images

Axis network cameras can deliver up to 4K image resolution, and the HDTV cameras support SMPTE standard.

Smoother movement

Moving objects come out clear and flicker-free. The images are more useful for surveillance, thanks to progressive scanning used by Axis as compared to analog interlaced scanning.

In any light

Unlike analog cameras, Axis network cameras can compensate for less than optimal lighting: Axis Lightfinder gives you color images in low light and Forensic WDR delivers excellent detail in scenes with both bright and dark areas. OptimizedIR ensures high-quality and low-noise even in complete darkness. And Axis thermal cameras are accurate even in pitch darkness and fog.

It won't come as a surprise to anyone that cameras are an important part of an effective security system. But how does an analog camera differ from a connected IP camera? Here are some of the reasons to choose a network camera from Axis.

2

Lower total costs

Even though analog cameras are less expensive than network cameras, you may need more of them. Accompanying labor costs and expensive equipment tip the scales in favor of network cameras.

Fewer cameras

Axis HDTV cameras, can cover up to 360° and show zoomed-in sections and the full view at the same time. Analog cameras can only show one view each. Installing fewer cameras keeps installation and maintenance low. And streaming selected areas individually minimizes bandwidth and storage needs.

Less cabling

IP cameras connect easily to your existing data network. With Power over Ethernet (PoE) one cable per camera provides power, video, audio and data, making installation easy without the need of a power outlet close to your camera. This is even true for Axis multi-sensor cameras.

3

Built-in intelligence

Analog cameras do one thing: record video. But network cameras combine intelligent features with direct notifications and remote monitoring.

Fewer security patrols

Our intelligent video solutions can send alerts of different kinds when a problematic situation arises. And set off an alarm when an unauthorized party crosses a predefined line or someone tampers with a camera. You can also choose to monitor high-quality live video from a central location. Either way, you'll save resources and money – and keep your premises safe – without the need for constant staff presence.

4

Scalable and future-proof

A network camera system is easier to extend than an analog system and with Axis as your supplier, you're not locked in to proprietary technology.

Open standards

Axis network cameras are based on open standards. So you can use standard components and add intelligent analytics to turn your cameras into business tools. And you can connect your network camera system to other systems – like audio and access control.

Make the move at your own pace

We can provide you with a complete A-Z network video solution right now. Or if you already have an analog system, you can use Axis video encoders to bring that system up to speed with the latest network technology while protecting the value of your investment.

Video encoders give you immediate network video benefits as well as a platform to expand and update your infrastructure with network cameras, software and networking devices later on.

Then when it's time to replace some more – or all – of your analog cameras, you can take the next step on the path to a superior network video solution a single – or many – cameras at a time. You can even reuse your hard-to-replace coax cabling with the help of Axis coaxial converters.

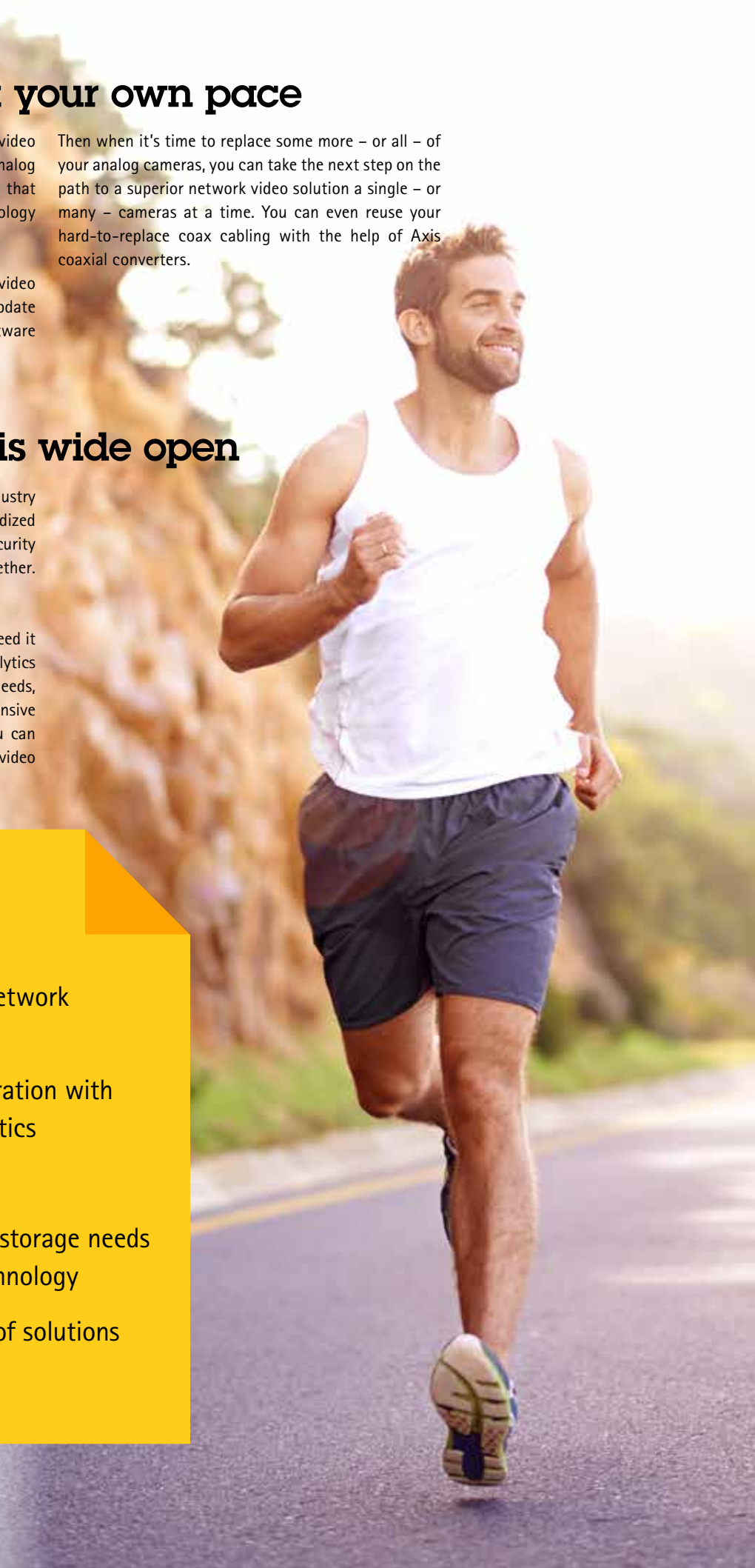
The road forward is wide open

Axis is a founding member of ONVIF, an open industry forum that provides and promotes standardized interfaces that allow IP-based physical security products from different manufacturers to work together. This ensures easy integration with other systems.

You can easily route your video to wherever you need it from day to day, and you can add intelligent analytics from Axis and our partners to suit your changing needs, And because Axis has the market's most extensive program of software and hardware partners, you can count on well-supported, future-proof video surveillance.

The Axis advantage

- > Pioneers in innovative network technology since 1996
- > Open platform for integration with other systems and analytics
- > Focus on cybersecurity
- > Minimal bandwidth and storage needs with Axis Zipstream technology
- > Scalable and future-proof solutions
- > Global partner network



The network video way

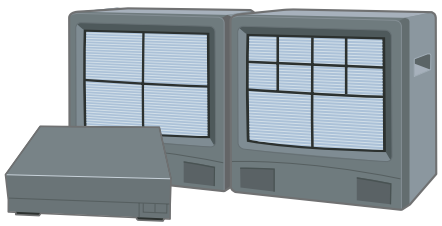
An Axis network video system is able to send video without the need for a dedicated physical infrastructure. It uses standard IP networks, such as Local Area Networks (LANs) and the Internet, for transporting information, rather than the dedicated point-to-point cabling used in analog video systems.

Analog cameras
You can connect existing analog cameras to your network via Axis video encoders

Video encoders
Axis video encoders essentially turn analog systems into network systems by converting analog signals to digital signals

Network cameras
Axis network cameras send and receive data over a local area network (LAN) and/or the Internet

INTERNET/LAN



Video management system

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

Remote monitoring

Axis network cameras can be monitored remotely from anywhere on the LAN or the Internet via PC or smartphone.

Decoder and analog monitor

With an Axis decoder, you can monitor network video on existing analog monitors.

The best in network cameras

Whatever you're looking for, you'll find an Axis network camera to suit your needs. From robust outdoor cameras to discreet products for sensitive environments, we offer it all.

Fixed box cameras
For deterrence in any environment.

Fixed bullet cameras
For all-purpose surveillance around the clock.

Fixed dome cameras
For discreet surveillance in any environment.

PTZ cameras
For wide area coverage with pan, tilt and zoom capabilities.

Thermal cameras
Reliable detection – 24 hours a day, seven days a week.

Explosion-protected cameras
For hazardous areas.

Modular cameras
Flexible installation for highly discreet surveillance anywhere.

Onboard cameras
Surveillance on buses and trains.

Innovation Quality Opportunity

Panoramic cameras

Provide 360° view and optical zoom for detailed views.

Positioning cameras

For completely unobstructed views in every direction.

Axis also offers a range of network products and solutions to complement the network cameras

Axis' audio portfolio includes products for surveillance, background music or announcements.

Axis access control solutions can be used for everything from basic identification and entry control to advanced access management.

Axis video analytics applications enable proactive surveillance for protecting property, as well as business intelligence for improving sales.

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About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the 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 customers 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 2,700 dedicated employees in more than 50 countries around the world, supported by a global network of over 90,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website www.axis.com.

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