

Melbourne, Aust. , November 30, 2015

## **Axis's Zipstream Compression Technology wins ASIAL CCTV Product of the Year**

**Axis Communications, the market leader in network video, has won the Australian Security Industry Award for Excellence from the Australian Security Industry Association Limited (ASIAL) in the CCTV Product of the Year category, for its Zipstream Compression Technology.**

The award-winning technology, Zipstream, was developed in early 2015 specifically for video surveillance applications, to lower bandwidth and storage requirements by an average of 50% or more. It achieves this performance by analysing and optimising the network camera's video stream in real time, to determine which details need to be stored in high resolution, and which can be saved in lower quality.

This smart analysis focuses on very specific details relevant to the customer's needs – such as faces, tattoos or license plates – recording and storing them in full image quality and resolution, while filtering out other areas such as white walls, lawns and vegetation.

The ASIAL chose Axis Zipstream Compression Technology as the category winner for the bandwidth and storage savings that it opens up for many common 24/7 surveillance recordings due to its compatibility with the widely adopted H.264 compression standard. Wai King Wong, Country Manager for Oceania at Axis Communications, commented: "Storage is a growing concern for our customers, especially as technology improves and the quality and therefore size of images and videos increases. To be acknowledged for our achievements and services to security professionals across Australia due to helping them solve the storage problem is a huge honour, and reflects our commitment to continuously innovate as we endeavour to provide our customers with smarter solutions".

Customers can use Axis Zipstream technology alongside other Axis network camera technologies such as Wide Dynamic Range – Forensic Capture and Lightfinder. Zipstream is fully compatible with H.264 and can be used with AXIS Camera Station, AXIS Camera Companion and third-party video management software installations already in place.

### ***About Axis Communications***

*Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.*

*Axis is a Swedish-based company, operating worldwide with offices in 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com).*

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