Melbourne, Aust. , July 22, 2010

The MCG goes digital

Axis Communications, the global leader in the network video market, today announced that its IP Network Cameras are being used to monitor the Melbourne Cricket Ground (MCG), as part of a major security system overhaul won by Integrators Australia to upgrade the existing security software and Closed Circuit Television (CCTV) management system.

A total of 37 87 Axis indoor and outdoor IP network cameras are currently installed at the prestigious MCG stadium, with the plan to migrate all existing analogue cameras over to a full IP system with over 300 IP cameras in the next couple of years. In the meantime, Axis encoders have also been deployed for connection with the remaining legacy analogue cameras. The move to an open source IP based system will allow the MCG to integrate the cameras with advanced security software to make monitoring and controlling the large crowds simpler and more effective.

The new cameras will supply the MCG with:

  1080i HDTV quality images for detailed image clarity

  Intelligent video capabilities, such as advanced motion detection, audio detection and detection of camera tampering

  Superior image stabilisation to deal with the high vibration levels in the stadium during events

  High performance in extreme weather conditions

  Easy installation and discreet design for indoor surveillance

  Smooth integration with the existing building management system

  Remote monitoring capabilities

  Open source scalable software so new applications such as people counting can be easily added in the future

The MCG blind tested a variety of vendor equipment with the end user security managers and the Axis cameras out-performed the competition on both the image quality and zoom capabilities.

"In such a large stadium, with a total capacity of 100,000 people, plus staff, zoom capabilities are extremely important," said Melbourne Cricket Club (MCC) Security Manager Andy Frances.

"For example, the new cameras are powerful enough to enable our security personnel to identify patrons who bring alcohol into the ground disguised in soft drink bottles."

Wai King Wong, Country Manager Australia and New Zealand, Axis Communications, said: "The MCG is an iconic Australian institution that has the unusual function of dealing with very large numbers of people on a regular basis. The MCC's decision to move to an IP solution will ensure that its' security monitoring will be advanced, reliable, and intelligent. As Axis cameras are open source based it also now has the capability for future advanced surveillance applications to be easily added to the system, future-proofing this security investment."

About Axis
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 urveillance. 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 more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

About Integrators Australia
Integrators Australia has vast experience in the design and installation of Security Systems and Virtual Intelligence Solutions. We provide high-level technical services. We design and commission integrated digital intelligent security systems and building automation solutions to protect your people, property and data, but also to enhance your comfort and optimise the performance of your facilities.

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