

London, January 28, 2009

## Picture quality and scalability key in City Inn decision to adopt IP-Surveillance in place of analogue CCTV

**Axis Communications, the global leader in the network video market<sup>1</sup>, and Axis partner Kings Security have secured an agreement to implement a full IP-based surveillance solution at City Inn's Manchester hotel. Paramount to the decision is the ability to upgrade legacy analogue cameras to work seamlessly with the new IP cameras.**

City Inn Manchester is the latest addition to the prestigious City Inn hotel chain. Opened in May 2007, the hotel is located at One Piccadilly Place, the heart of a major city redevelopment within walking distance of Manchester's Piccadilly railway station. With over 200 rooms including seven exceptional suites, plus bars and restaurants including the Sky Lounge with panoramic views of the city, the hotel is equipped for both the leisure and business visitor.

After commissioning an analogue surveillance system only a year ago, the hotel management team decided the system was inadequate for its needs, due to lack of camera coverage and limited image recording capacity. With this in mind, City Inn contacted Leeds-based Axis partner Kings Security and asked them to propose possible solutions. Kings Security suggested a significantly improved specification, using a larger number of cameras deployed across the hotel to address the coverage challenges provided by the inadequate analogue system. They also recommended an increase in storage capacity to cope with the additional data from the expanded system, but by using Axis' H.264 cameras, they were able to further minimise storage costs. Kings Security then presented City Inn with a proposal for a hybrid solution incorporating the existing analogue cameras plus 33 new Axis network cameras.

The image quality of the Axis network cameras coupled with the ease of image retrieval and the ability to share images over the company's network convinced the hotel's management team to award the contract to Kings Security. The IP-surveillance system will consist of twenty-three AXIS P3301 H.264 network cameras, four AXIS 216MFD megapixel fixed domes, three AXIS 225FD fixed dome cameras. Three AXIS 209MFD compact network cameras will also protect each of the hotel's lifts. The new system will run over a CAT6 network, providing Power over Ethernet (PoE) for all the cameras. To deliver IP image quality from the existing analogue cameras, two AXIS Q7406 six channel video encoder blades will convert analogue images into H.264 video streams.

Kings Security also installed the latest version of AXIS Camera Station, allowing the hotel management team to manage and retrieve video easily and to take full advantage of the camera's H.264 data feeds. Images will be stored at 7 frames per second (fps) and kept for 30 days on a dedicated Dell 3 Terabyte server. Motion detection will be used on network cameras in low activity areas with frame rates reduced to 1 fps when no motion is detected.

Steve Evans, Commercial Director, Kings Security Ltd, commented:

“City Inn is very interesting as we presented both analogue and network video solutions to meet their surveillance requirements and their management quickly understood the benefits network video delivers. Using Axis’ new H.264 compatible products will reduce image storage requirements and enable excellent video quality. We know that City Inn is now also looking at incorporating network video into their next new build hotel in Leeds.”

Phil Doyle, managing director, Axis Communications (UK) Limited, commented:

“The hotel was held back by an inadequate surveillance system when they opened just over a year ago, so we are pleased that City Inn has chosen an IP-surveillance system which will deliver the coverage, picture quality and scalability they need. The new system opens up a world of possibilities in terms of remote monitoring and the use of intelligent video applications in the future.”

**Notes to editors**

*1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled ‘The World Market for CCTV and Video Surveillance Equipment 2008 Edition’ published in November 2008.*

**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 Sweden-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 Nordic, under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)*

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