

*Chelmsford, Mass., March 21, 2012*

## **AXIS Camera Companion Uses Edge Storage to Bring Affordable, Easy-to-Use IP Surveillance to Small Installations**

**Video is controlled and recorded entirely inside IP camera or encoder; No additional recording hardware needed for 1-16 camera setup**

CHELMSFORD, Mass. – March 21, 2012 – Axis Communications, the world leader in network video, announces AXIS Camera Companion, an intuitive and cost-effective IP video solution designed specifically for small installations. Consisting of a free software client for 1-16 Axis network cameras or video encoders with SD card support, the solution requires only Ethernet cabling and a standard switch/router to stream and record surveillance video.

AXIS Camera Companion will be showcased live at next week's ISC West 2012 Security Conference & Exhibition, from March 28-30, Las Vegas, in booth #18051.

Unlike analog surveillance systems that are prevalent in the small camera count market, AXIS Camera Companion does not require a central recording device – a digital video recorder (DVR), network video recorder (NVR) or even a computer – to operate. While a laptop or PC is required for initial setup, the AXIS Camera Companion solution runs entirely inside the camera or encoder, and then only needs the free software client to monitor and record video.

[Click to see videos on installation, ease-of-use and customer use testimonials.](#)

IP cameras are powered over the network, eliminating the need for separate power cables, and existing analog cameras can be integrated using video encoders. All images are recorded onto a standard SD memory card at the edge and the cameras and encoders keep recording even in the event of a network failure. This reduces cost, simplifies installation and ensures that there is no single point of failure. With this efficient hardware setup, AXIS Camera Companion is ideal for retail stores, offices, hotels or other small businesses that need easy-to-use and future-proof video surveillance.

The new solution also enables small business owners to integrate HDTV network cameras to clearly identify intruders, shoplifters and other safety and security incidents. Video can be viewed live or played back from any Internet-connected device, and Network Attached Storage (NAS) can be added for higher storage capacity or to work with Axis cameras/encoders that do not offer edge storage.

AXIS Camera Companion software supports motion detection and pan/tilt/zoom control, and video clips and snapshots can be easily exported to colleagues and authorities at the touch of a button. Third-party apps are also available for leading mobile devices, such as iPhone, iPad and

Android-powered products.

“While network video surveillance is the de facto choice in North America for systems of 25 cameras or more, analog still has a stronghold on the small system, less-than-16-camera market,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “AXIS Camera Companion offers an entirely new IP option for this market and provides a high-quality, reliable, intuitive and scalable solution to drive the shift from analog to digital surveillance.”

The AXIS Camera Companion solution consists of three parts: standard Axis network cameras or video encoders with edge storage support; a free software client and third-party mobile apps used for viewing live and recorded video; and standard third-party network equipment such as routers, switches, SD cards and NAS devices.

Several of Axis network cameras and encoders already support AXIS Camera Companion and the majority of Axis products with integrated edge storage and 5.40 firmware or higher will support the system in the future. AXIS Camera Companion software will be available as a free download from [www.axis.com](http://www.axis.com) starting March 21, 2012, and Axis IP cameras and encoders are available through Axis’ channel partner program.

#### NOTES TO EDITORS

Axis products that currently support AXIS Camera Companion include: AXIS M50 PTZ Dome, AXIS P5532/34/-E PTZ Dome, AXIS Q6032/34/-E PTZ Dome, AXIS P334x Fixed Dome and AXIS P13 Network Cameras, as well as AXIS M70 and AXIS P72 Video Encoders.

#### **□ 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).*

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