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## **Surveillance predictions for 2012**

**Axis country manager Roy Alves has identified six key trends to watch in the year ahead within the IP camera surveillance space:**

1. HD will become the standard for surveillance cameras. HD is able to achieve both resolution and sensitivity in good balance creating a more secure surveillance system that can even be utilised for identification purposes and with the continuous technological advancements and decrease in the cost of IP cameras, consumers can enjoy the benefits of enhanced camera quality.
2. Companies will increasingly choose Network Video Recorder (NVR) technology which allows secure, direct access to the video feeds independent of the NVR itself. Compared to the traditional Digital Video Recorder (DVR), NVRs can be replaced or upgraded in a matter of minutes and performance can be significantly augmented over short periods of time. This allows new technology offerings to be immediately implemented.
3. Low light sensitive cameras will also become more popular. Customers have realised how important it is to be constantly vigilant, day or night. Low light sensitive cameras are designed to work in low light conditions to produce a high dynamic range image with few light photons. The sensor in a high sensitivity camera is typically designed with large pixels so that they have a large area to collect light.
4. On-board storage for cameras will also become more prevalent. Currently, technology isn't developed enough with sufficient size for on-board camera storage to host the data for very long. However, I do believe we are at a point where we can start benefitting from improved on board storage to complement the systems we already have in place.
5. The demand for Power over Ethernet (PoE) technology will grow. One of the greatest benefits of PoE is that it enables power to be provided to the network device, such as an IP phone or a network camera, using the same cable as that used for network connection. It eliminates the need for power outlets at the camera locations and enables easier application of uninterruptible power supplies (UPS) to ensure 24 hours a day, 7 days a week operation.
6. Surveillance cameras will become more intelligent as processes are run on the device itself. This means that while the camera monitors an area it will now only notify the central system once a change/movement is picked up. Thus the communication between network camera and central system is significantly reduced leading to a lower need for large scale servers and computers and also saving on power usage.

***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 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](http://www.axis.com).*

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