Tracking activities on your video system – automatically and intelligently

By: Roy Alves, Country Manager of Axis Communications, South Africa

Imagine the following scenario – one of your customers, or a colleague, is making his way to his parked vehicle. A thug approaches and pretty soon you have an incident on your hands. Worse yet, your video surveillance did not capture the incident or the images it captured are no help at all!

Video surveillance often takes place at times and in areas with little or no activity for example schools, offices (during and after working hours), retail stores, hotel corridors and parking garages – and usually the setup consists of unmanned video surveillance with automated recording.

So the question is this. Why is this setup inadequate for many situations?

The challenge lies in ensuring that when an incident occurs, you are recording the right part of a scene with enough image quality to be able to identify the offenders.

What this usually means is installing, at great cost, a large amount of cameras and employing enough operators who can then monitor all these areas, identify a potential situation and then direct the cameras to grab- change to capture the necessary images.

Auto tracking

Enter, stage left, auto tracking. With one simple feature you can cut down on the amount of cameras you have to install as well as the operators needed to manage your video surveillance system.

Auto tracking is an intelligent video functionality that detects movement and follows it while recording the high resolution coverage. This is especially helpful in areas where the occasional presence of people or vehicles warrants special attention.

The cost savings that this single feature brings with it is substantial. You will need fewer cameras to cover all the nooks and crannies in and around your business. At the same time, it also cuts down on the number of video surveillance operators needed giving you a monthly saving.

Using auto tracking, your system can be set up to be far more targeted by delivering specific information. It can also be customised to be more pro-active, giving you instant alerts when pre-set parameters have been breached, providing your staff with early warnings and as a result,

leads to proactive and vigilant monitoring

It comes down to the old adage of doing more with less. By being intelligent about our video surveillance, we ensure that our systems become smarter, more accurate and more cost-effective.

Notes to editors
1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 31.2%. The world market for network cameras alone is forecast to be worth more than $2.5 Billion by 2013. The network camera market is set to have a CAGR of more than 28 per cent per year over the next five years, according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2009 Edition' published in August 2009.

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 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.