Johannesburg, May 18, 2010

A new look at school security

Roy Alves, country manager, Axis Communications

Whether you are choosing a surveillance system for a primary school, a high school or an institute of higher education, you'll find an Internet Protocol (IP) solution that fits the bill. IP cameras are increasingly being used in schools and other educational establishments for security surveillance and the remote monitoring of playground areas, corridors, halls and classrooms. Another common use is to offer surveillance as a marketing tool that allows parents or guardians to check up on their children anytime of the day.

Outside school hours, the same surveillance system can be used to remotely monitor school property and deter vandalism. A sophisticated, built-in motion detection system can generate an alarm, which automatically transmits images to your security operators giving them accurate, up-to-the-minute information upon which to base their decisions.

Students and teachers hampered by the threat of harassment or violence will be comforted by the presence of reliable network cameras in the school's public spaces. This includes external areas such as walkways between buildings as well as internal ones such as in restaurants and school corridors.

Another interesting area of application for this technology is remote learning. An IP video solution can be used to make attending lectures "at a distance" a viable option for students who are unable to attend lectures in person.

Digital surveillance systems have the advantage of being highly cost effective: installation costs are low since the need for dedicated cables is vastly reduced and the system can be run on existing computers.

Besides budget, there are several other benefits that make IP surveillance systems suitable for use in schools. Some of these are explored below:

Low maintenance costs
Slim network-run equipment has low maintenance costs and images are stored on computer hard disks, which is a neat, cost effective storage solution. What's more, since network products make use of modern digital technology, you are sure to get plenty of use out of the investments you make today.

Remote accessibility
Through IP video solutions, it is possible to remotely access a camera over the Internet and view the footage it is capturing from anywhere in the world where there is Internet connectivity. Parents, school principals and owners will always have the peace of mind of knowing what's

happening in and around the school with the learners and staff.

Intelligent solutions
IP video surveillance solutions have reached a level of intelligence that was thought to be improbable not so long ago. Active Tampering Alarm is an example of this. It is a feature in IP cameras that enables the detection of disrupted camera operations by automatically alerting the owner by sms when a camera is re-directed, blocked or manipulated.

Image quality
Image quality is arguably one of the most important features of any camera. IP cameras have always been known for providing image quality that by far surpasses that of any other surveillance camera. High-end models are now capable of delivering HDTV quality resolution, with day and night functionality enabling these cameras to provide exceptional quality images even of fast moving objects in all lighting conditions – without any motion blur.

Using existing infrastructure
Most schools are equipped with a surveillance system, however, these are generally legacy systems in need of an upgrade. Whether it is an existing digital IP system or an analogue system that is already in existence, upgrading the system to a fully digital one is cost effective and relatively easy. Both additional IP cameras and existing analogue cameras can be integrated into the system through an IP video server.

Lower total cost of ownership
A recent study concluded that an IP-based system of 40 cameras offers a lower total cost of ownership (TCO) than an analogue-based surveillance system. The study also showed that if a complete IP infrastructure is in place, the IP-based video surveillance system will always cost less.

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 analogue 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

For further information about Axis Communications, please contact:
Roy Alves, country manager, Axis Communications
Phone: +27 11 548 6780, E-mail: roy.alves@axis.com

For all media enquiries, please contact:
Rochelle de Paiva, account manager, Text 100Johannesburg
Phone: +27 11 803 2800, E-mail: rochelle.depaiva@text100.co.za