

Johannesburg, March 12, 2010

Protecting your data - Monitor your server room

Roy Alves, country manager, Axis Communications

Ever since the first digital computer was invented in 1939, an organisation's most important asset has been its data. Data kept inside an organisation's office contains privileged information that should not be accessible to anyone externally or everyone internally. While this is the case in most small business and large enterprises today, protecting data is not just about the security implemented on servers, but also involves monitoring networks and server rooms.

While most of us have seen movies such as 'Mission Impossible' or Charlie's Angels, that prove how important security is when discussing data, it is essential that this technology is accessible and affordable for all corporates.

A variety of products is available within the South Africa market to help monitor customers' data. In terms of server room monitoring, there are a variety of different aspects or threats to consider. From needing to limit access to the room to ensuring that heat changes do not affect the data or the security.

It is crucial to detect suspicious behavior as it occurs to ensure that a loss or theft can be prevented. One of the other benefits of having a surveillance plan is that cameras work as a deterrent, when people know their being monitored they are definitely more hesitant to try something off key. Some of the key applications used for server room monitoring are listed below:

Cross line detection - is a trip-wire application installable on network cameras and encoders. The idea here is to create an invisible line that can only be detected by the sensing function of the camera and once someone cross it, the alarm in the camera will alert the operator.

Tamper proof alarm - is an intelligent video analytics application available in selected Axis network cameras. This application enables security staff to detect disrupted camera operation, by automatically alerting the operator when a camera is manipulated in any way. By their very nature, surveillance cameras can be unpopular with individuals who do not want their actions to be monitored. This function detects incidents such as accidental redirection, blocking or defocusing of cameras and reacts when the camera is attacked, spray-painted, or intentionally covered.

Audio detection: Many network video cameras include audio support just as in video surveillance; local legislation or codes of practice sometimes limit the use of this feature. When possible, using audio can be a powerful complement to video. Audio detection is based on the same principles as video motion detection. The application detects noise – such as voices, heavy breathing or even the sound of some shoes on the floor – and uses this as a trigger to transmit and

record video, or to alert operators of suspicious activities. The audio detection is configured to react to a certain volume of sound and send an alarm or initiate recording of the video stream and the audio, if so desired. Axis offers audio detection in all network video products that contain audio support.

Movement Detection: Movement or motion detection also called VMD (Video Motion Detection) is available on all the cameras that are manufactured, from all entry level products all the way through to the top end. It is an application that enables the camera to set an alarm and start recording when it senses some kind of movement. It can be programmed to monitor anything you might require for example, someone entering a room, until they leave or any random movement.

About Axis

Axis is a Swedish-based 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. Operating worldwide, Axis has offices in more than 20 countries, as well as cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on OMX Nordic Exchange under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

*Roy Alves, Country Manager, Axis Communications SA
Phone: +27 11 548 6780, E-mail: roy.alves@axis.com*

For all media enquiries, please contact:

*Rochelle de Paiva (Account Manager) at Text 100 Johannesburg Phone: +27 11 803 2800 or
E-mail: rochelle.depaiva@text100.co.za*