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## **Security – not a gambling matter**

### **IP Surveillance offers intelligent monitoring and security for high risk areas**

Casinos always look safe- don't they? Well that's because they really need to be. The threat of criminal activity is as high as the stakes at the card tables. It is in these environments that intelligent and high definition video surveillance can play a pivotal role in ensuring the thrill and enjoyment of the gaming experience prevails uninterrupted.

Why? Increasing volumes of people and money on site, significantly increases risk of incident and this should be proactively managed by security personnel, aided by technology. As the saying goes, 'the devil is in the detail' therefore 'casino security needs advanced cameras that will capture the minute details of a card, a ticket, the number of chips thrown on a table, or under one's hand' explains Roy Alves, Country Manager of Axis South Africa.

High definition cameras mean better crime deterrents and better crowd control, especially where large throngs of people are prevalent. Video surveillance can keep watch for suspicious activity, and disruptions for example monitoring suspicious players. There is always the threat of gamblers looking to beat the system through methods of cheating and hustling. Strategically placed cameras provide clear views of gaming tables, allowing the security department to closely monitor individual players. HD Surveillance cameras can deter crime by putting the fear-of-getting-caught into the minds of thieves, and also aid authorities in identifying criminals during investigations. Employee theft is another major concern that can be prevented with the appropriate video surveillance.

An IP based surveillance system also means the added benefit of remote monitoring for casino security. In essence IP surveillance technology enables the security department to monitor footage and operate cameras from remote locations. Why does this matter? "Well if you're in the middle of a major armed crime heist in a casino you really don't want to have to wait until the criminals have left to access your surveillance systems to get the necessary identification needed for police and other authorities to do their work well" adds Alves.

In many cases, the legacy analogue cameras of casinos have become a hindrance in working with local law enforcement. The resolution of images captured is of insufficient quality to be admissible in court. In addition to poor quality footage, if the images have been recorded on VCR tape, they may have worn out over time, creating further difficulties. For security teams who have to repeatedly review video over several days or weeks during an investigation, quality and long-term archival properties are imperative.

In looking to modernise their security systems, many local casino's are starting to consider open IP-based solutions that provide secure, evidentiary-quality video recordings, operate at 30 frames per second, and would be easy to implement and expand without major expense or disruption of gaming activity." Adds Alves

## OPTIONAL

‘Axis network cameras produce excellent quality, resolution and clarity. Axis network cameras also support of Power-over-Ethernet which allowed the casinos to save installation costs by using a single cable to power the cameras as well as transmit the video over the network. And Axis network cameras support both MJPEG and H.264 advanced compression at a full 30fps, allowing casinos to affordably maintain 14 days of archival storage or in some case many more days’ concludes Alves.

## PRODUCTS

AXIS M3014 is a 1 megapixel ultra-compact fixed PoE network dome with an innovative and unique camera design. It is specifically developed for recessed mounting in drop ceilings, creating an unmatched discreet solution for network video surveillance using progressive scan technology. The camera offers multiple streams that can be individually optimized in H.264 as well as Motion JPEG. The H.264 compression enables optimization for bandwidth and storage efficiency by significantly reducing the bit rate.

AXIS Q6034-E pan tilt and zoom dome camera that offers a rich viewing experience. The HDTV 720p complies with the SMPTE 296M standard regarding a 1280x720 pixel resolution, full frame rate, HDTV color fidelity and a 16:9 format. The day and night AXIS Q6034 supports multiple H.264 and Motion JPEG video streams. H.264 greatly optimizes bandwidth and storage use without compromising image quality. The camera also has a fast and precise pan/tilt response at 450° per second. It can tilt 20° above the horizon, enabling better views, especially over uneven terrain. With Active Gatekeeper, the camera can automatically move to a preset position upon motion detection in a pre-defined area, and track the detected object. The Camera also has Support for High Power over Ethernet (High PoE) simplifies installation since only one cable is required for power

### **Notes to editors**

*1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled ‘The World Market for CCTV and Video Surveillance Equipment 2008 Edition’ published in November 2008.*

### **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 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 further information about Axis Communications, please contact:**

*Roy Alves, country manager, Axis Communications  
Phone: +27 11 548 6780, E-mail: [roy.alves@axis.com](mailto: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](mailto:rochelle.depaiva@text100.co.za)*