



**20th October 2008**

## **Axis illuminators demonstrate the importance of effective lighting as clocks go back**

**With clocks going back an hour this weekend, Axis Communications, the global leader in the network video market<sup>1</sup>, has reminded all installers of the need to provide effective illumination when installing video surveillance equipment.**

As the nights draw in, with the gap between sunrise and sunset narrowing in the United Kingdom to as little as five and a half hours on the Winter Solstice on 21<sup>st</sup> December, surveillance cameras are now mainly working during darkness. Installers can ensure that their end user surveillance solutions work effectively in all lighting conditions and secure additional installation revenue through specifying appropriate lighting.

Axis' new range of illumination products offers high performance, low energy usage and durability to any surveillance solution. With the latest white LED and semi-covert infra-red high-performance illuminators, the AXIS T90A range is ideal for Axis fixed and PTZ network cameras. The illuminators provide unique flexibility for installers to alter the angle of on-site illumination to suit specific security needs and to match the network camera's field of view. AXIS T90A illuminators allow adjustment of the light angle from 10 to 180 degrees in distances up to 150 metres.

Many organisations are looking to reduce their electricity consumption to combat rising energy prices and reduce carbon footprints. With precision control, extremely low energy consumption and minimal maintenance requirements, Axis illuminators allow for substantial savings in running costs, with Axis' white LED illuminators rated at just 25 Watts.

Conventional lighting using traditional light bulbs proves expensive as the bulbs use excessive amounts of electricity and need replacing every 3-6 months resulting in the cost of a new bulb and labour costs to install it. The new surface-mount LEDs featured in the AXIS T90A illuminators offer a life-cycle of up to 10 years.

Both white LED and infra-red illuminators also have IP66-rated vandal-resistant casings and polycarbonate lens protection for indoor and outdoor use, suitable for a wide range of indoor or outdoor security installations.

Phil Doyle, managing director, Axis Communications (UK) Limited, commented:

“With the nights getting longer, it is an ideal time for surveillance installers to review their end-user installations and assess whether there is effective illumination for them. Lighting is an area often overlooked or neglected, so a professional review from an installer could result in extra revenue. Our

new range of AXIS illuminators delivers high performance, lower energy costs and improved durability.”

**-ends-**

***Notes to editors***

<sup>1</sup> Axis Communications is the global market leader in the network video market with a market share of network cameras of 32%. The world market for network cameras alone will be worth more than \$1 Billion by 2009. The network camera market is set to have a CAGR of more than 40 per cent per year over the next three years to reach a value of \$1.5 billion by 2010, 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 2007 Edition*’ published in December 2007.

An image of the AXIS T90A range of illuminators is available on request from Agility PR – see contact details below.

***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 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 OMX Nordic Exchange under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)*

***For further information about Axis Communications in the UK and Ireland, please contact:***

*Alexandra Turner, sales and marketing co-ordinator, Axis Communications (UK) Limited*

*Tel: +44 (0)1462 427 910. Email: [alexandra.turner@axis.com](mailto:alexandra.turner@axis.com)*

***For all Axis UK and Ireland media enquiries, including requests for images, please contact:***

*Miles Clayton / Simon Bennett, Agility PR Limited*

*Tel: +44 (0)1992 586190. Email: [miles@agilitypr.co.uk](mailto:miles@agilitypr.co.uk) / [simon@agilitypr.co.uk](mailto:simon@agilitypr.co.uk)*