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## **Axis hosts seminar at Knowsley College to explore Intelligent Video opportunity**

**Axis Communications, the global leader in the network video market<sup>1</sup>, recently staged a seminar for its Architecture and Engineering (A&E) program partners at Knowsley College to talk about the merits of Intelligent Video and take a closer look at Axis' software portfolio.**

The event, held on 19<sup>th</sup> November, attracted network architects, engineers and consultants involved in specifying security systems for end users in education and the wider public sector. Attendees gained a greater insight into Intelligent Video (IV) and were able to explore lessons learnt from the largest pure IP-Surveillance implementations in education at Knowsley Community College itself.

Axis Channel Partner and installer MCW Group's Kevin Williams, technical director and his colleague Neil Marshall, technical consultant, provided an in -depth overview of the £500,000 IP-Surveillance solution in place at Knowsley College. The project is set to deliver return on investment (ROI) within six years, or earlier if remote monitoring and vandalism cost savings are factored in.

Daniel Elvin, Axis' Business & Partner Development Manager, delivered a presentation on IV, detailing the challenges that specifiers face when developing an IV solution. Scott Earing from IPEye then presented their forthcoming hosted camera security service for SMEs and domestic users, which features Axis' embedded Subscriber Technology Services (STS) software solution.

The day was rounded off with a live demonstration of Axis cameras and encoders, including IV features such as anti-tamper, auto-tracking on alert, split-screen viewing and prioritised windows. These features were all demonstrated within Axis Camera Station, software which provides video monitoring, recording and event management functions for up to fifty cameras.

Delegates also had an opportunity to meet with senior Axis A&E program managers and network with other A&E partners. All attendees were also given a copy of 'Intelligent Network Video: Understanding Modern Video Surveillance Systems' by Fredrik Nilsson, US general manager, Axis Communications.

The Axis A&E program was launched in 2007 and delivers a full support package to Axis partners who are involved with designing and specifying IP-based security systems. This support package includes seminars, training and access to expertise and knowledge for both security/video surveillance and IT/networking markets and technologies.

This seminar was organised by Daren Lang, business development manager, Axis Communications (UK) Ltd, who is responsible for managing Axis' A&E program within the UK and Ireland. Commenting on the event, Mr Lang said; "I would like to take this opportunity to thank everyone who participated in the 'Intelligent Video' seminar. The event attracted senior level consultants from across the UK and provided a great opportunity to share best practise and innovation for all who attended."

The event was the second of its kind hosted by Axis this year, and preparations for the next event at the City Inn Hotel in Manchester in April 2009 are already underway.



Consultants who are interested in joining the Axis A&E programme are invited to visit <http://www.axis.com/partner> and anyone wishing to receive details of the April event should contact [alexandra.turner@axis.com](mailto:alexandra.turner@axis.com)

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

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