

Axis Product Introduction

Capabilities enabling superior network video solutions



This is Axis

- > Founded in 1984
- > IT company driving the shift towards digital video surveillance products
- > Global partnerships through distributors, resellers and system integrators
- > Offering the market's broadest portfolio of network video products
- > Focused on Network Video Solutions (99%)
- > Worldwide presence in more than 20 countries, 850 employees*
- > Listed on NASDAQ OMX, under the ticker AXIS

*June, 30 2010

www.axis.com



Vision & Mission

Axis vision

Everything can

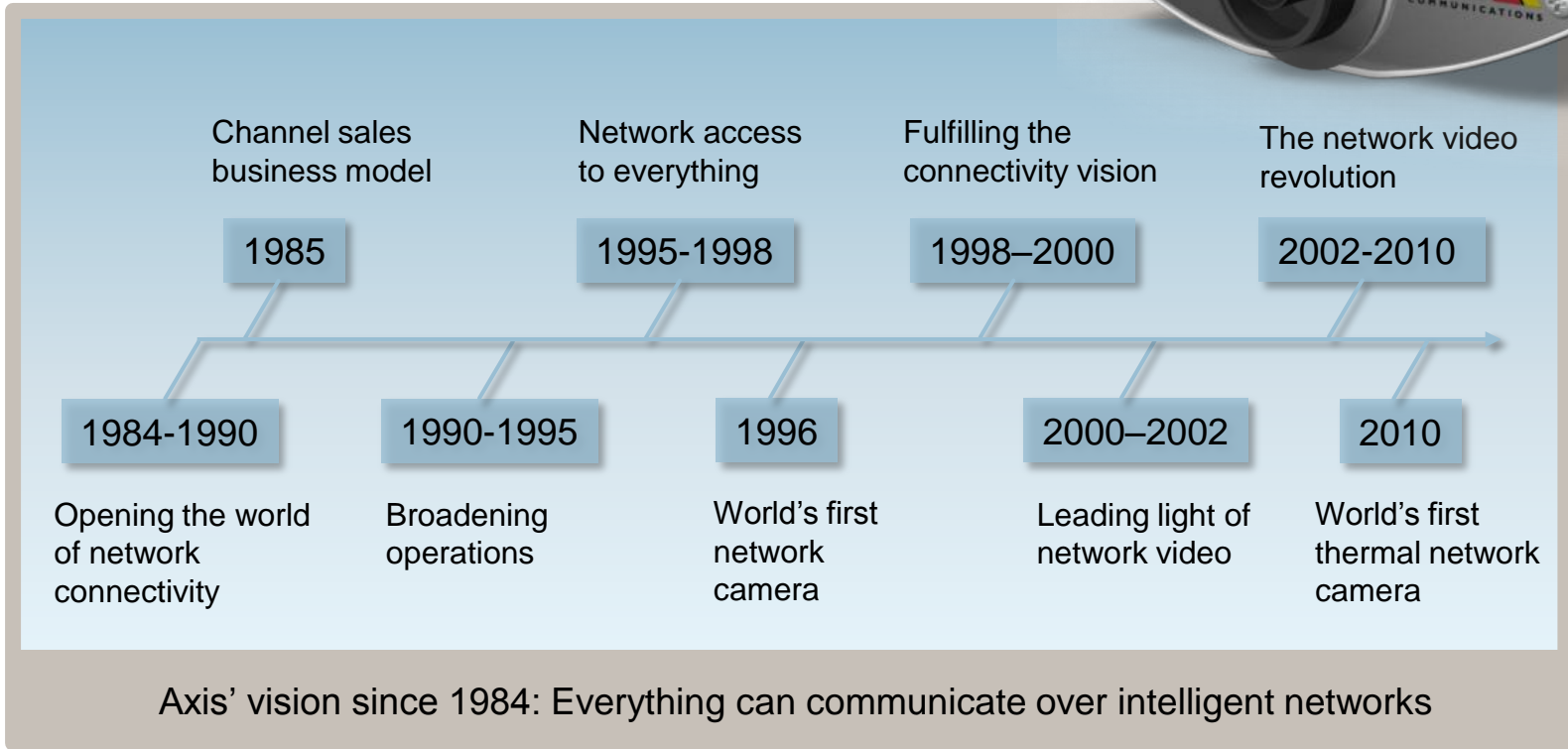
communicate
over intelligent networks

Axis mission

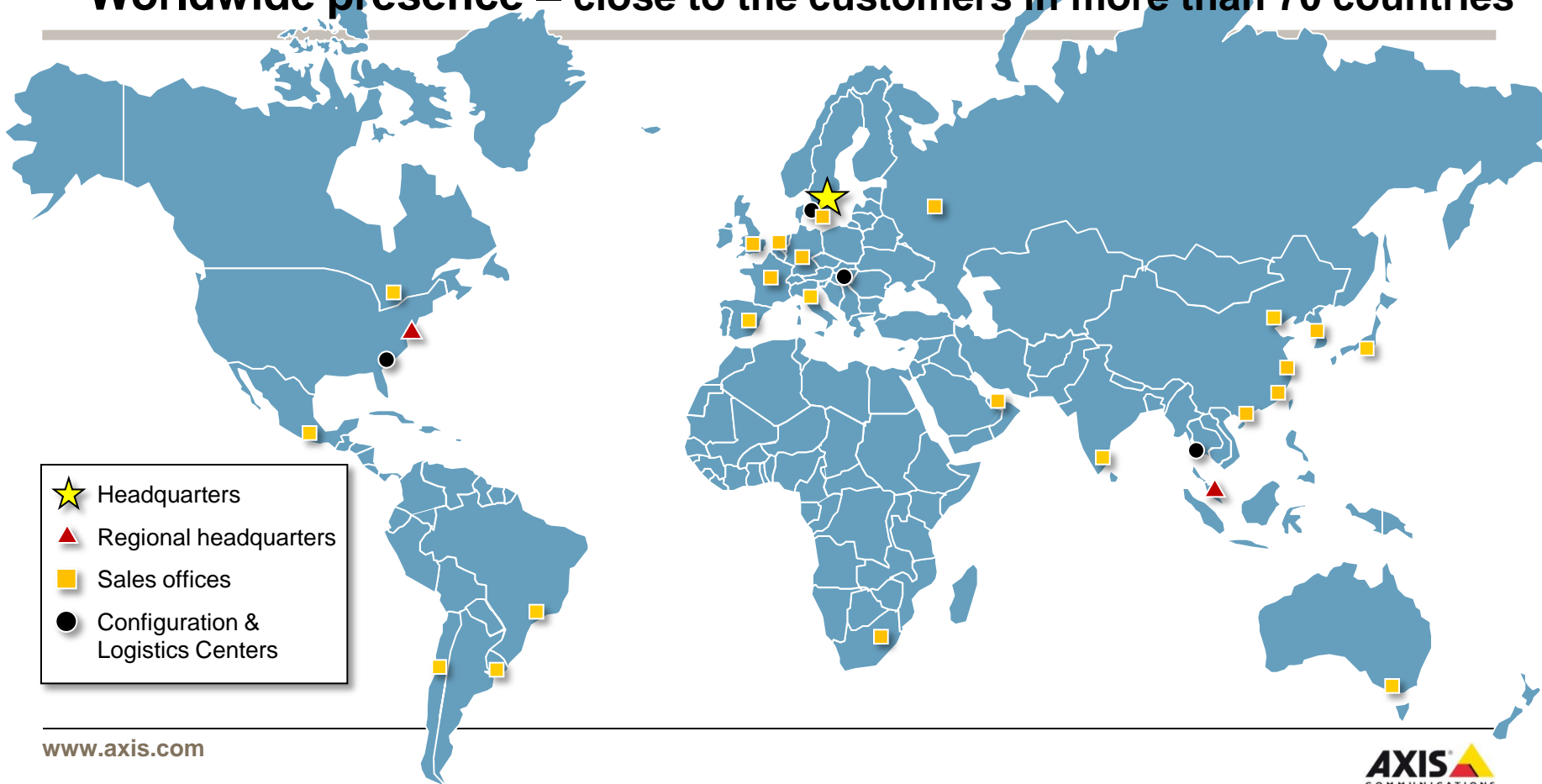
To be the

driving force
in bringing customers the full benefits of
intelligent network video solutions

Axis milestones



Worldwide presence – close to the customers in more than 70 countries



Axis' two main product areas

> Network Video Solutions

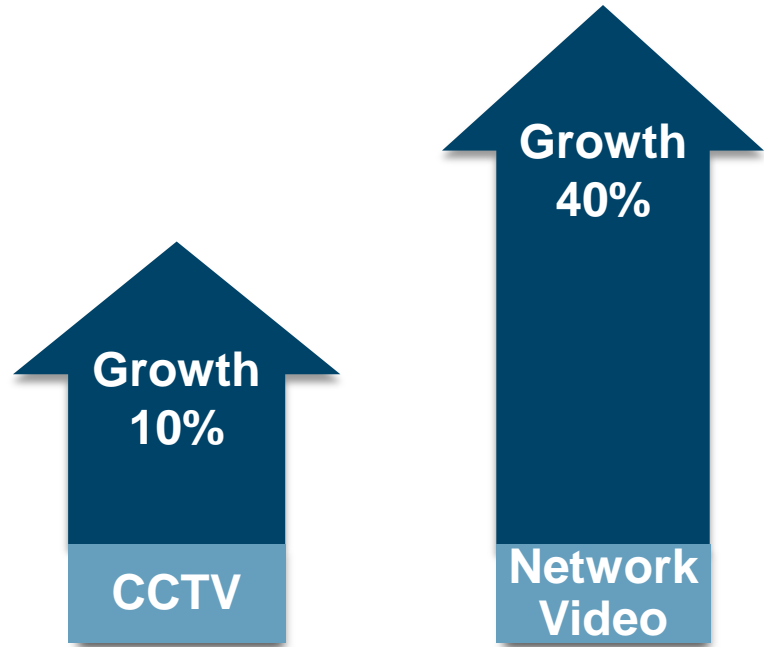
- Worldwide #1 position
- More than 2,000,000 network cameras installed

> Network Print & Scan

- Worldwide #2 position in Print
- Installed base of more than 3,000,000 units



Growth of the global market



Emerging market trends

- > Digital replacement of analog equipment
- > Open architecture software
- > Using and sharing IT networks for surveillance
- > The merger of Security and IT functions
- > Strong security concern

source: J.P. Freeman

Emerging technology trends

HDTV

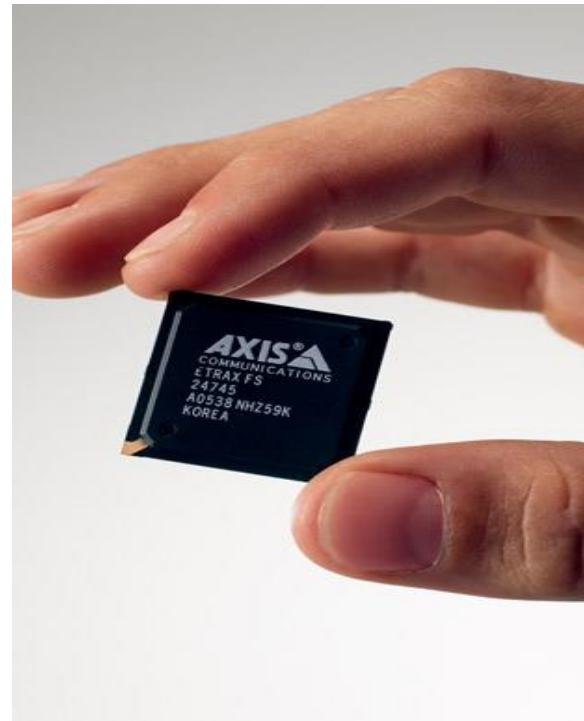
Compression

Intelligence



Technology leadership

- > Continuously high investment in R&D
- > In-house developed ASIC technology
 - ETRAX for networking
 - ARTPEC for network video functions
- > Innovative network solutions
 - 1991 First to introduce a multi-protocol print server
 - 1996 First to introduce a network camera
- > Open standards



Axis Network Cameras

What's in a name?







Product line

AXIS M 1031-W

Product line

Q, P, M, T








Q	Most advanced, secure video solutions for mission-critical systems	
P	Versatile and secure advanced video solutions	
M	Affordable, intuitive and dependable video solutions	
T	A range of accessories that increase the benefit of network video	

Product types

AXIS M 1 031-W

Product type

1 – 9

1-2	Fixed cameras	
3-4	Fixed dome cameras	
5	PTZ cameras	
6	PTZ dome cameras	
7	Encoders / decoders	
8	System products	
9	Accessories	

Product series

AXIS M10 3 1-W

Running number

Used to differentiate products, for example within a series

Resolution and number of channels

AXIS M103 1 - W

Resolution/
Channels

Network cameras – Resolution			Video encoder / Decoder channels
1	VGA	640x480	1
2	4CIF	704x576/480	n/a
3	SVGA	800x600	n/a
4	HDTV 720 SXGA	1280x720 1280x1024	4
5	HDTV 1080 2 MP	1920x1080 1600x1200	n/a
6	3 MP - <5MP	2048x1080	6
7	>5MP	2560x1920	n/a

Product features

AXIS M1031 -W

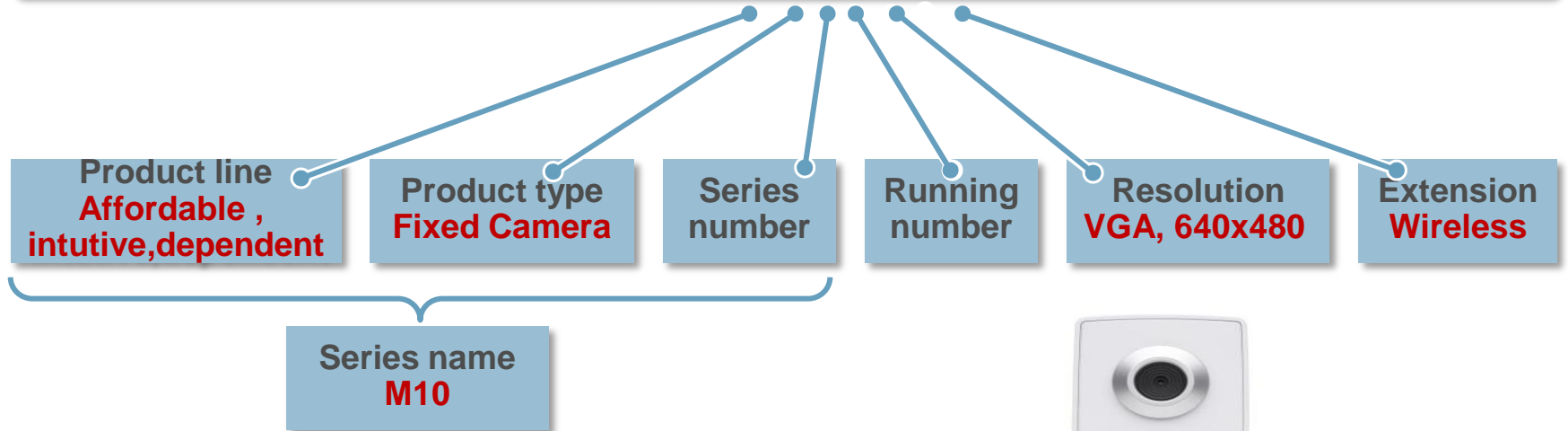
Extension

-W, -V, -R, -E

- W** – Wireless
- V** – Vandal-resistant
- R** – Rugged
- E** – Enclosure version for outdoor use

Useful information for your everyday work

AXIS M1031-W



AXIS Network Camera Key Features

- > Superior image quality
 - Superior image quality with progressive scan and SVGA, MP & HDTV resolutions.
- > Multiple H.264 and MJPEG streams
 - Several independent H.264 and MJPEG streams for different quality needs and bandwidth constraints.
- > Digital PTZ
 - AXIS Network Cameras support digital PTZ, allowing a view area cropped from the full view to be streamed for viewing or recording.
- > Power over Ethernet
- > Advanced security and network management
- > Artpec-3 based, 128MB RAM and Flash

AXIS Video Hosting System (AVHS)

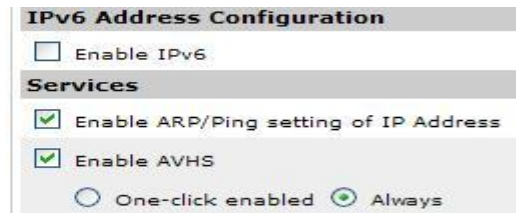
> AVHS is enabled by default, if it's not intended to be used then you may disable this option.

> **One-click enabled** - Press the camera's control button *to connect to an AVHS service over the Internet*. Once registered, **Always** is enabled and the camera stays connected to the AVHS service. If the camera is not registered within 24 hours from when the button is pressed, the camera will disconnect from the AVHS service.

> **Always** - The camera will constantly attempt to connect to the AVHS service over the Internet.

> **AVHS** used in conjunction with an AVHS service, provides easy and secure Internet access to live and recorded video accessible from any location.

> <http://www.axis.com/products/avhs/index.htm>



Easy setup for required view - Digital PTZ functionality

- > Max zoom function gives the possibility to look into part of the scene but not crop and stretch image digitally
- > Possible to setup an exact view by locking to current position
- > Preset positions
- > Guard tour
- > Disable/enable each of Pan, Tilt and Zoom controls

The screenshot displays the web interface for an AXIS M1113 Network Camera. The top navigation bar includes the AXIS logo, the camera model name, and links for 'Live View', 'Setup', and 'Help'. A left-hand menu lists various configuration categories: Basic Setup, Video, Live View Config, PTZ (with sub-items for PTZ Settings, Preset Positions, Guard Tour, and Advanced), Events, System Options, and About. The main content area is titled 'Preset Positions' and contains a 'Preset Position Setup' section with a 'Current position' input field, an 'Add' button, and a checkbox for 'Use current position as Home'. Below this is an 'Available positions' section with a dropdown menu set to 'Home (H)', 'Go to', and 'Remove' buttons. A 'Return to home after' section shows a value of '30' seconds, with a note that '0 = disabled' and a 'Save' button. The central part of the interface features a live video feed of an art gallery. To the right of the video is a vertical 'TILT' control with 'Up' and 'Down' arrows. Below the video are 'PAN' controls with 'Left' and 'Right' arrows and a slider, and 'ZOOM' controls with 'Wide' and 'Tele' arrows and a slider. A 'Zoom out to overview image' button is also present. At the bottom right, there are 'Home' and 'Ctrl panel' buttons. The video feed itself shows a group of people in an art gallery, with a red tufted sofa in the foreground.

The market's broadest video portfolio

Fixed

AXIS Q1910/-E
AXIS Q1921/-E
AXIS Q1755/-E
AXIS 221
AXIS 21X Series
AXIS 210/210A
AXIS M10/M11 Series
AXIS 207 / 207W
AXIS P13 Series



Fixed domes

AXIS 216FD/-V
AXIS 216MFD/-V
AXIS P3301
AXIS P3304
AXIS M30 Series
AXIS P33 Series
AXIS M32 Series
AXIS M31 Series



PTZ

AXIS 215 PTZ-E
AXIS 215 PTZ
AXIS 214 PTZ
AXIS 213 PTZ
AXIS 212 PTZ
AXIS 212 PTZ-V
AXIS P5534/-E
AXIS P5532/-E



PTZ domes

AXIS 233D
AXIS 232D+
AXIS 231D+
AXIS Q6032-E
AXIS Q6034-E



Video encoders



AXIS 241Q/214QA
AXIS M7001
AXIS 243SA
AXIS 241S
AXIS 247S
P7701

AXIS Q7401/Q7404
P8221
AXIS 243Q Blade
AXIS Q7406 Blade
AXIS 291 1U Rack
AXIS Q7900 Rack

Software

AXIS Camera Station
AXIS Camera Management
AXIS Installation Monitor



ADP > 600
partners



Accessories



AXIS Network Video Encoders



www.axis.com

Axis video encoders

- > Encode analog video to MPEG-4/ H.264 and MJPG
- > Support for PTZ / dome cameras
- > De-interlacing filter
- > I/O support
- > Audio support (specific models only)
- > Intelligence – VMD, event management, tampering alarm
- > Blade versions



AXIS Q7401/Q7404/Q7406 Video Encoder

- > Small, compact video encoder
- > Full performance with multiple streams
- > Capable of at least three different streams in D1 @ 30fps
- > Supports even more streams in lower resolutions or frame rates
- > Each stream can be Motion JPEG or H.264



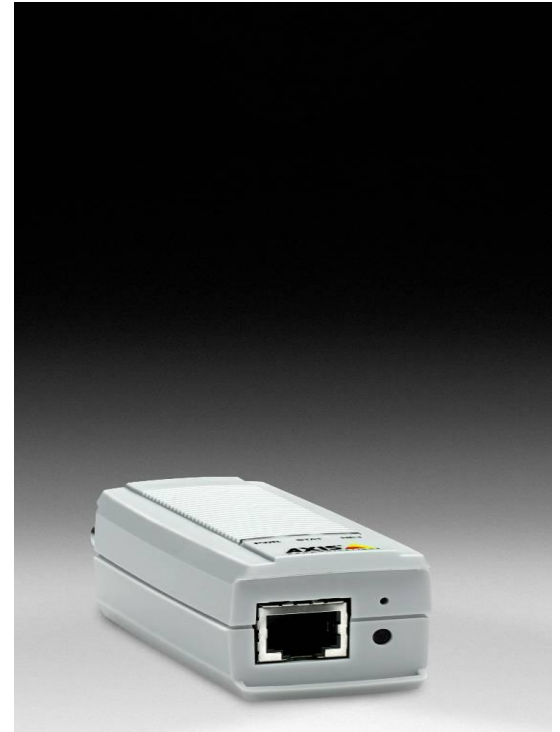
AXIS Q7401/Q7404/Q7406 Video Encoder

- > Local storage (Q7401 only)
 - Support for SD/SDHC memory card for recording (up to 32GB)
- > Power over Ethernet with power feed to camera
- > Enhanced PTZ support
- > Two-way audio (half duplex)
- > Increased capacity for analytics
- > Image settings
 - Contrast, brightness and saturation
- > User access logging



AXIS M7001 Video Encoder

- > Single channel stand-alone encoder
 - Full frame rate in one stream only, in D1 (720x480/576) resolution
 - Multiple viewers of the stream
- > Power over Ethernet
- > Compact in size
- > PTZ support
 - 2- and 4-wire RS-422 and RS-485
- > Onboard Analytics
- > Covert camera connector (for bundled Axis camera only)



AXIS P7701 video decoder

- > H.264, MPEG-4, Motion JPEG decoding at full frame rate
- > High-quality digital or, analog output
- > Manual or automatic sequence mode
 - Unlimited number of sources
 - Can automatically display alarm-triggered video
- > High-quality audio
- > Serial port communication
- > Advanced security and network management



AXIS Rack solutions for video encoder blades

- > AXIS 291 1U Video server rack
 - 1U rack space in height
 - Any combination of up to 3 interchangeable and hot-swappable Axis blade video encoders
 - Built-in power supply
 - Built-in gigabit switch



AXIS Q7900 Rack

- > Support for up to 14 blades
- > Two integrated, replaceable, redundant power supplies
- > Replaceable fan cassettes
- > Providing high density: 84 channels with 6 channel video server blades
- > Compatible with all blades sold by Axis today including AXIS 243Q
- > Four Gigabit Ethernet ports – optionally use only 1 port or all 4 ports



Axis Network Cameras

Fixed cameras



www.axis.com

AXIS M10 Series – Functional, smart design in 4 models

AXIS M1011

VGA



AXIS M1011-W

VGA
Wireless



AXIS M1031-W

VGA
Wireless



AXIS M1054

1 MP, HDTV 720p
PoE



AXIS M10 Series superior video quality Wired or Wireless

M1011 or M1011-W

- > VGA progressive scan
- > Multiple video streams in H.264, Motion JPEG as well as MPEG-4 Part 2
- > H.264 compression for optimization of storage and bandwidth efficiency
- > Invisibly integrated antenna
- > Supports WiFi (IEEE802.11b/g)

M1031-W

More features

- > Passive infrared (PIR) sensor
- > White LED for illuminating the scene
- > Built-in microphone and speaker
 - Two-way audio
 - An audio clip

M1054

Additional and new features:

- > HDTV 720p / 1MP resolution in 30 fps, H264 and Motion JPEG
- > Power over Ethernet (IEEE 802.3af) instead of wireless interface*
- > I/O added –
- > Digital PTZ, preset positions, guard tour

AXIS M11 Series – Small footprint yet powerful performance

AXIS M1103

SVGA
Fixed focal



AXIS M1104

1 MP, HDTV 720p
Fixed focal



AXIS M1113

SVGA
Varifocal
DC- Iris



AXIS M1114

1 MP, HDTV 720p
Varifocal
DC-Iris



AXIS M11 Series

- > Professional look with replaceable CS-mount lens
- > 1 MP HDTV 720p or SVGA 800x600 in 30 fps
- > Power over Ethernet (IEEE 802.3af)
 - No power supply support
 - No midspan included
- > No audio or I/O
- > No battery-back up for clock (like AXIS 209FD/M30 Series)
- > Digital PTZ and Axis-unique pixel counter
- > Support for Axis Video Hosting System (AVHS)
- > Light sensitivity down to 0.6 lux (AXIS M1113/M1114)
- > Compact, clean design
 - Fits in any housing
- > Very competitive price! (\$350 - \$550 USD)



AXIS P13 Network Camera Series



Superb image quality for video surveillance in any environment

AXIS P13 Series – Fixed cameras for any environment

AXIS P1311

VGA
progressive
scan

Fixed iris



AXIS P1343

SVGA
progressive
scan

DC-iris



AXIS P1344

1 MP, HDTV 720p
SMPTE standard
compliant

DC-iris



AXIS P1346

3 MP, HDTV 1080p
SMPTE standard
compliant

P-Iris*



AXIS P1347

5 MP, HDTV
1080p
SMPTE

P-iris*



*Supports DC-iris for backward compatibility

AXIS P13 Series – Ease of installation

- > No need for separate power cable
 - Power over Ethernet
- > Simplified manual focus setting
 - Focus assistant with green LED indication
- > Remote fine tuning of focus
 - Remote back focus
- > Easy set-up for required pixel resolution
 - Pixel counter



AXIS P13 -E Series – Out-of-the box outdoor ready

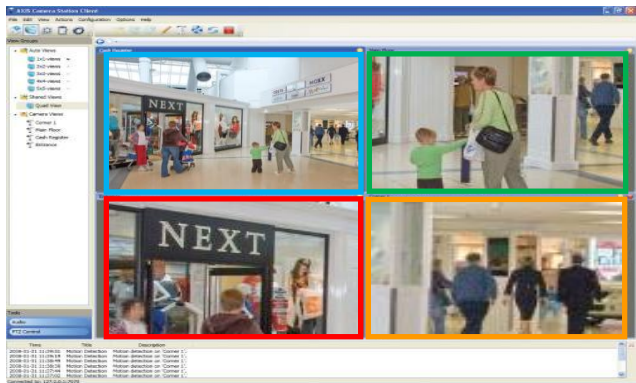
Out-of-the box ready network cameras designed to withstand harsh indoor and outdoor environments

- > Can be used in a wide temperature range
 - 40°C to 60°C (-40°F to 140°F)
 - Integrated window heater
- > Dustproof and protected against strong water jets
 - IP66
- > Powered by standard PoE
 - IEEE 802.3af



AXIS P1346/P1347 – Multi-view streaming option

Storage



Quad view example in video management software

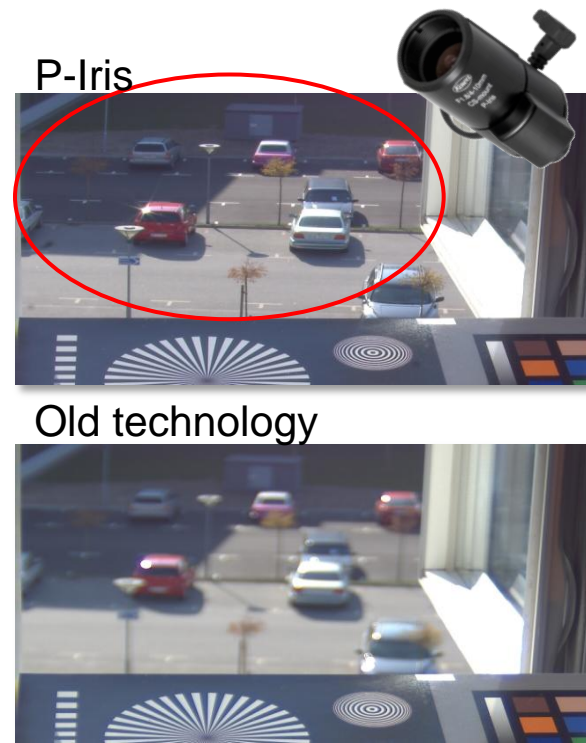


- > Minimizes installation and maintenance cost by installing one instead of multiple cameras
- > Streaming of selected areas only to minimize bandwidth and storage need
 - Allowing digital PTZ for each stream, including guard tour

AXIS P1346/P1347 – P-Iris, a new level of image quality

The P-Iris enables precise control of the iris position, making it possible to optimize image clarity

- > Improves image performance
 - Especially for megapixel cameras that use sensors with smaller pixels
- > Improves image quality in bright environments
 - Avoids blurring (diffraction) caused when the iris opening becomes too small
- > Improves depth of field for sharpness over a longer range



AXIS Q1755/-E Network Camera

> Axis' first HDTV camera

- HDTV 720p compliance with SMPTE 296M
- HDTV 1080i compliance with SMPTE 274M
- 10x zoom optical zoom 12x digital
- Autofocus
- Day & Night
- HDTV Component out for monitor/TV
- Analog out for field of view adjustment
- SDHC card up to 32G byte
- H.264 & Motion JPEG
- Two way audio, built-in mic
- PoE
- Zoom & wide extension lens (optional)
- Gate Keeper function



AXIS Q1910/-E & Q1921/-E Thermal Network Cameras

AXIS Q1921

30 fps

Resolution:

384 x 288

Lens:

10 and 19 mm



AXIS Q1921-E

30 fps

Resolution:

384 x 288

Lens:

10, 19, 35 and 60 mm



AXIS Q1910

8.3 fps

Resolution:

160 x 128

Lens:

19 mm



AXIS Q1910-E

8.3 fps

Resolution:

160 x 128

Lens:

19 mm



AXIS Q1910-E & Q1921-E – Out-of-the box ready outdoor detection

An out-of-the box ready thermal camera designed to withstand harsh indoor and outdoor environments

- > Can be used in a wide temperature range
 - 40°C to 60°C (-40°F to 140°F)
 - Integrated window heater
- > Dustproof and protected against strong water jets
 - IP66
- > Powered by standard PoE
 - IEEE 802.3af



AXIS Q1910/-E Thermal Network Camera

- > **Image sensor:**
Uncooled Micro bolometer 160x128 pixels
- > **Lens:**
fixed focus 13 mm, F1.25. lens
Angle of view: horizontal 17°
Digital zoom
- > **Detection range:**
At least 220 yd for humans (1.8m x 0.5m)
At least 600 yd) for vehicles (2.3 m x 2.3 m)

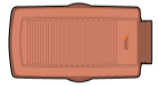


AXIS Q1921/-E Thermal Network Camera

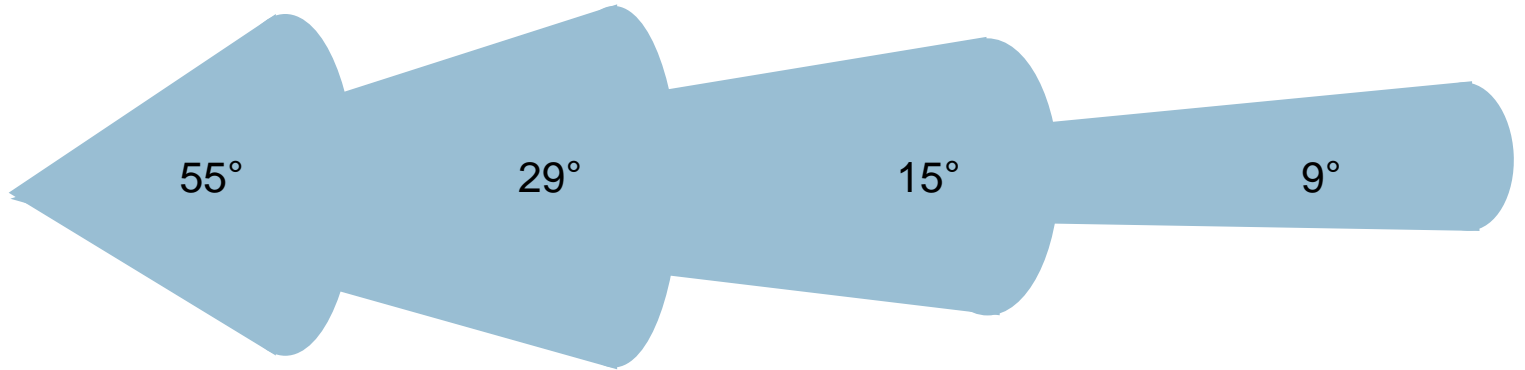
- > **Image sensor:**
Uncooled Micro bolometer 384 X 288 pixels
- > **Frame rate:**
30fps
- > **Lens:**
Fixed focus TA mount interchangeable lens
Lens options: 10mm, 19mm, 35mm & 60mm
Digital zoom capable
- > **Detection range:** (60mm lens option)
Up to 1300 yds for humans (1.8m x 0.5m)
- > Up to 3000 yds for vehicles (2.3 m x 2.3 m)



AXIS Q1921/-E – Wide range coverage



Resolution:
384 x 288



200 m
220 yd.



380 m
415 yd.



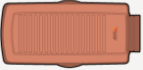

700 m
765 yd.



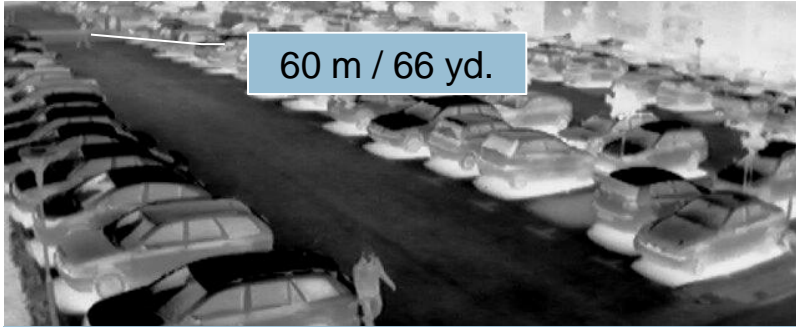
1200 m
1312 yd.

AXIS Q1921/-E – Wide range coverage



Focal length	Viewing angle	Detection range			
		Size: 1.8 x 0.5m		Size: 2.3 x 2.3m	
					
mm	horizontal	meter	yards	meter	yards
10	55°	200	220	460	505
19	29°	380	415	870	960
35	15°	700	765	1610	1760
60	9°	1200	1312	2760	3020

Application examples



60 m / 66 yd.

Parking lot 10 mm lens, 55°



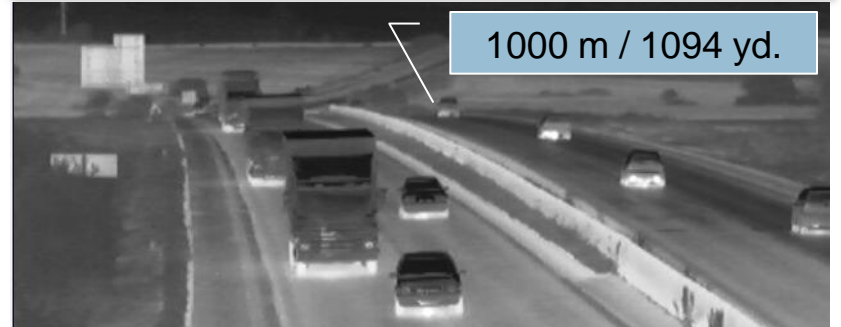
200 m / 219 yd.

Perimeter 19 mm lens, 29°



300 m / 328 yd.

Train station 35 mm lens, 15°



1000 m / 1094 yd.

Highway surveillance 60 mm lens, 9°

Axis Network Cameras

Fixed dome and mini dome cameras



AXIS M32 Series – Affordable and professional

AXIS M3203

SVGA
Tamper-resistant
casing



AXIS M3203-V

SVGA
Vandal-resistant
casing



AXIS M3204

1MP, HDTV 720p
Tamper-resistant
casing



AXIS M3204-V

1 MP, HDTV 720p
Vandal-resistant
casing



AXIS M32 Series – Keep only what you need

Image quality, compact design and cost are key factors for retail.

- > Same design and footprint as AXIS 216FD/ AXIS P3301
- > No audio
- > No I/O
- > No DC-iris
- > No power supply
- > No battery backup for clock (just like AXIS M30/209FD)
- > Vandal-resistant models for tougher environments
- > Multiple H.264 and Motion JPEG streams
 - SVGA (AXIS M3203) or HDTV 720p /1MP (AXIS M3204)
- > Very competitive price! (\$400 - \$500 USD)



AXIS M30 Series – Ultra discreet fixed domes

AXIS M3011
VGA camera



AXIS M3014
1 MP, HDTV 720p camera
SMPTE standard compliant



AXIS M30 Series – Compact and discreet

- > Ultra-compact and discreet fixed dome
 - 9 cm wide
 - Protruding only 3 cm from ceiling
- > Different color options to suit interior design
 - White (included)
 - Gold*
 - Silver*
 - Black*
- > No Audio or I/O support
- > Power over Ethernet (IEEE 802.3af) only



*Available as accessory

AXIS M30 Series – Quick & easy installation

- > Designed for quick & easy installation in drop ceilings
 1. Mount holder
 2. Connect cable to camera module
 3. Fit camera module to holder
 4. Snap-on magnetic cover ring
- > Power over Ethernet eliminates need for power cables and reduces installation cost



AXIS M30 Network Camera Series



Ultra-discreet, recessed-mount video surveillance solution

AXIS P33 Series – Successful fixed domes for any environment

AXIS P3343
SVGA



AXIS P3343

AXIS P3344
1 MP, 720p, SMPTE



AXIS P3344

AXIS P3346
3 MP, 1080p, SMPTE



AXIS P3346

Indoor models

Indoor models
Vandal resistant



AXIS P3343-V



AXIS P3344-V



AXIS P3346-V

Outdoor models
Vandal resistant



AXIS P3343-VE



AXIS P3344-VE



AXIS P3346-VE

AXIS P33 Series – Designed to minimize installation time

Features for quick outdoor installation

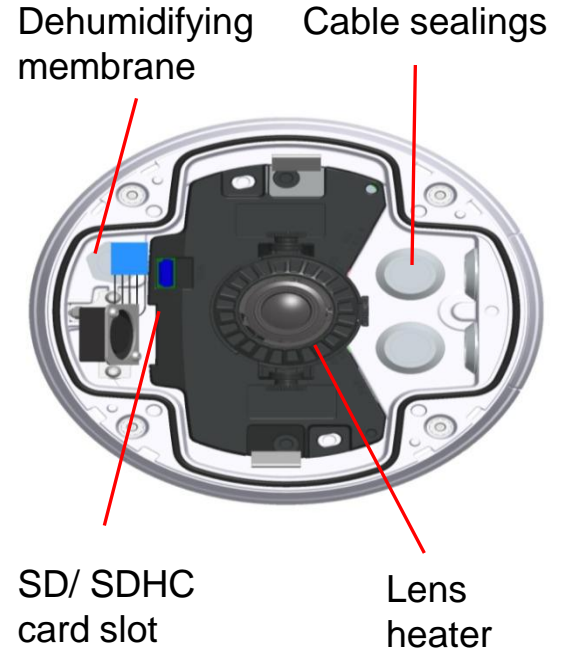
- > **Quick casing assembly**
 - Captive screws
- > **Multifunctional mounting plate**
 - Wall, ceiling, junction box
- > **Quick and firm snap-in of camera unit**
- > **Complete installation package**
 - Weather shield
 - Extra shield for cabling through conduit along wall
 - Ethernet cable with gasket



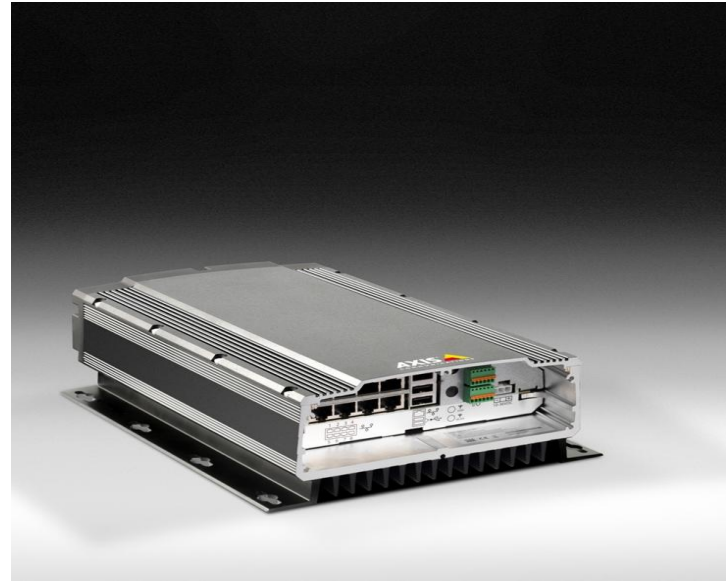
AXIS P33 Series – Reliable operation in tough conditions

Features that ensure reliable operation in all conditions

- > **Operation in extreme temperatures**
 - standard Power over Ethernet (IEEE 802.3af)
 - Operation range: -40 to 55° C (-40 to 131° F)
- > **No additional sealant needed**
 - Advanced cable sealing
- > **Humidity protection**
 - IP66
 - Unique dehumidifying membrane



AXIS M31-R Series / AXIS Q8108-R Network Video Recorder



Rugged network video products for reliable mobile video surveillance

AXIS M31-R Series – Rugged design in four models

AXIS M3113-R:

- rugged RJ-45 connector
- rugged M12 connector

SVGA (800x600) full frame rate



AXIS M3114-R:

- rugged RJ-45 connector
- rugged M12 connector

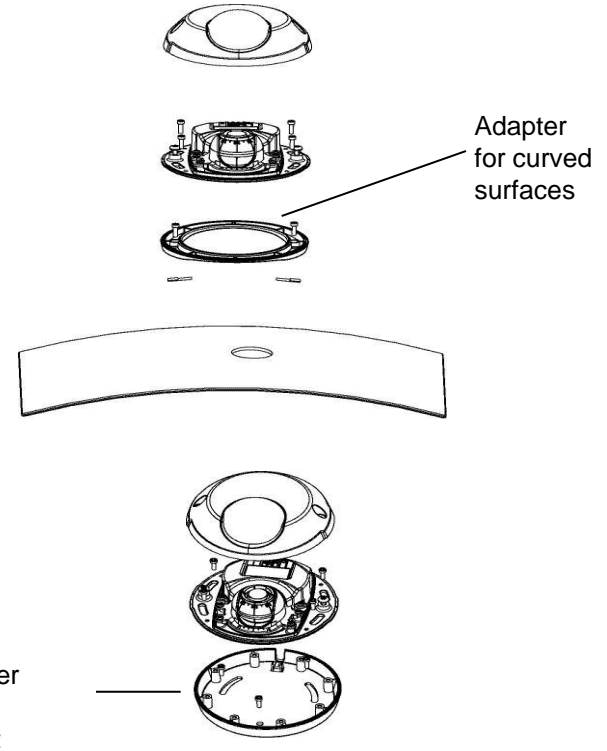
1 MP, HDTV 720p full frame rate



Ease of installation

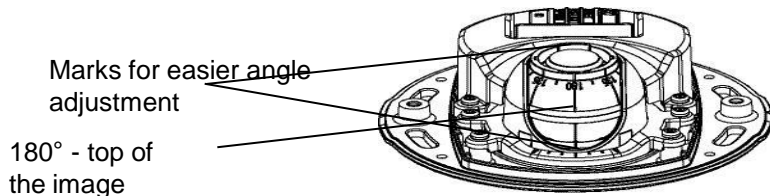
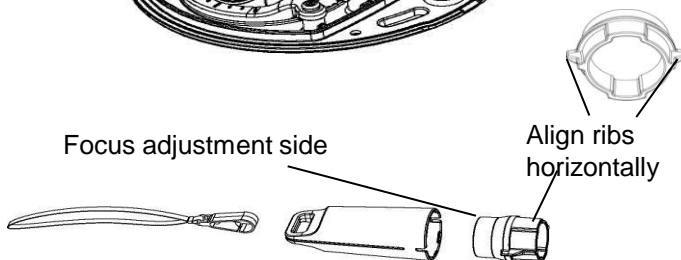
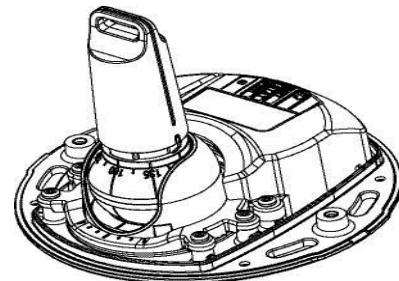


- > Possibility to mount on curved surfaces with additional adapter
- > Adapter for flat (wall) mount
- > Rubber around the network cable for better protection against ingress of water



Ease of installation

- > Camera angle adjustment – Pan +/-30°, Tilt 0-90°, rotation +/-180°
- > **Lens tool**
 - Adjusting view – transparent side
 - For focusing – turning lens – rubber side
- > On angled surfaces, **horizontal alignment** of image needs to be achieved
 - Align the ribs on lens tool horizontally
- > Gradation on lens bubble for easier positioning and orientation
 - 180 deg top of the image
- > On walls picture orientation and rotation needs to be adjusted
 - Looking along wall with 90 degrees rotation of lens bubble possible



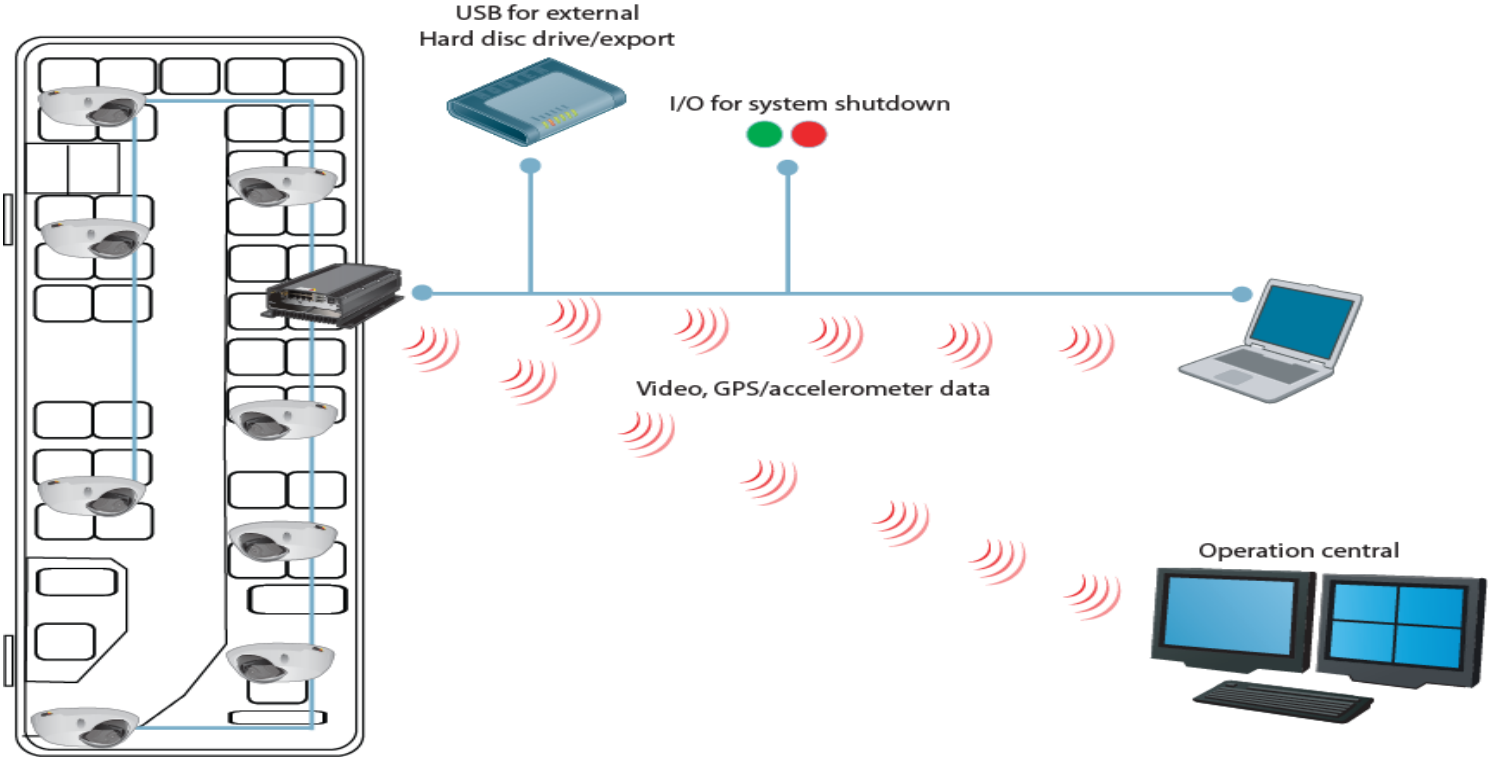
Why in-vehicle surveillance?

AXIS M31-R and AXIS Q8108-R form a complete solution that meets your needs

- > To secure and protect assets
 - Improve protection of cash
 - Aid in crime investigation and identifying suspects
 - Reduce vandalism/graffiti
- > To secure passengers and staff
 - Improve work environment
 - Reduce violence, theft and robbery
- > For advanced vehicle management
 - Enable vehicle data transfer



A complete solution for mobile surveillance



AXIS Q8108-R – In-vehicle recordings made easy!

- > Reliable recordings and minimal maintenance
 - Shock, temperature and vibration resistant
 - Rugged IP43-rated aluminum casing
 - Optional cable sealing to meet IP65 rating
 - Battery back-up for power failure and safe shutdown
- > Ease of installation
 - 8-port PoE eliminates need for power cabling
 - Compact design (178 x 86 x 275 mm)
 - Support for 2 removable SATA connected HDDs
 - Operating temp: -10 °C to 50 °C (14 °F to 122 °F)
 - Support for active tampering alarm



AXIS Q8108-R – Efficient video recording in HDTV

A key component to safeguard efficient surveillance in a transportation application

- > Superior image quality
 - Supports camera resolutions including HDTV for eight cameras at full frame rate
- > Reduced storage and bandwidth
 - H.264 compression
 - Support for video motion detection



AXIS Q8108-R – A flexible recording solution

> Out-of the box ready

- AXIS Camera Station VMS system
 - Record, live view, event management and export
- Perfectly compatible with Axis cameras
- Open interface for integration with other systems
- Remote client/changeable hard disks



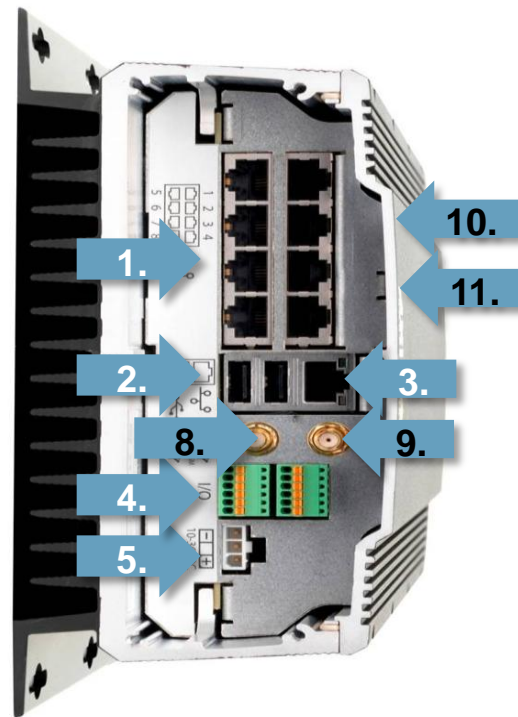
> Customizable platform

- Open for third party software and applications
 - Passenger Information System (PIS)
 - People counter, etc
- Prepared for wireless communication
 - GSM /UMTS/ HSDPA & GPS / Accelerometer
- Automated transfer of recorded data



AXIS Q8101-R – Key capabilities

1. 8-channel switch with PoE
2. High speed USB
3. Network connection
4. I/O for external equipment
5. 10-36 V power supply
6. Cable holder
7. Optional cable sealing



*Option available for project customization

www.axis.com

AXIS Camera Station 3.30

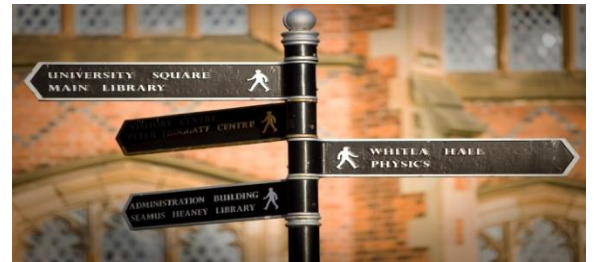


Comprehensive video management software for monitoring, recording, playback and event management.

AXIS Camera Station 3.30 – Key applications

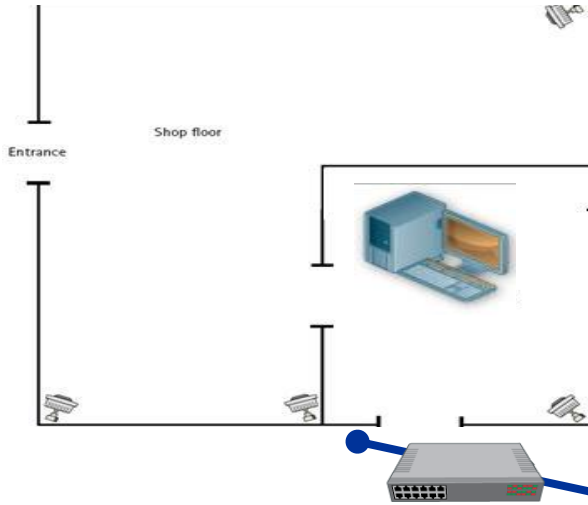
A complete monitoring and recording solution for up to 50 Axis network video products per site

- > Single-site monitoring
 - Schools and universities
 - Retail stores
 - Gas stations
 - Campus areas
 - Transportation facilities
- > Multi-site monitoring
 - Smaller business chains
 - Smaller dispersed sites

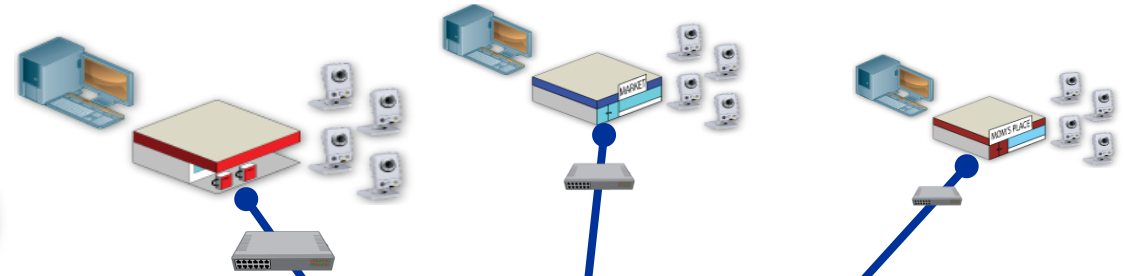


System setup to meet your future needs

Single site monitoring



Multi site monitoring



- > Network cameras
- > PC with AXIS Camera Station server
- > Internet Gateway



**PC with
AXIS Camera
Station client**

A complete monitoring and recording system

- > Remote monitoring and control of any site
- > Flexible live view setup
- > Easy navigation with site maps
- > Mechanical and digital PTZ control
- > Scheduled and event driven recording
- > Powerful search of recordings
- > Easy and secure export



Feature highlights in AXIS Camera Station 3.30

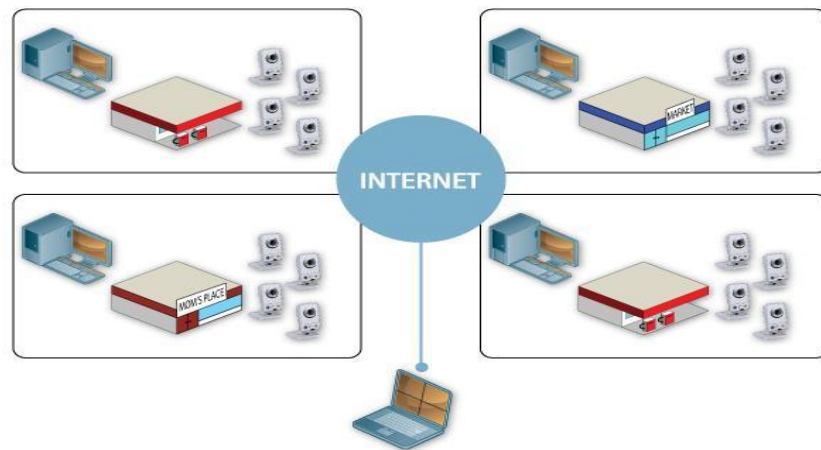
> Optimization of bandwidth and storage efficiency

- AXIS Cross Line Detection
- Active Motion Detection

> Secure system operation

- Fail-over recording in cameras with SD cards
- Active Tampering Alarm

> Monitoring of multiple sites



AXIS Camera Station 3.30 – Ease of use in focus

Developed with focus on ease of use and intuitive handling

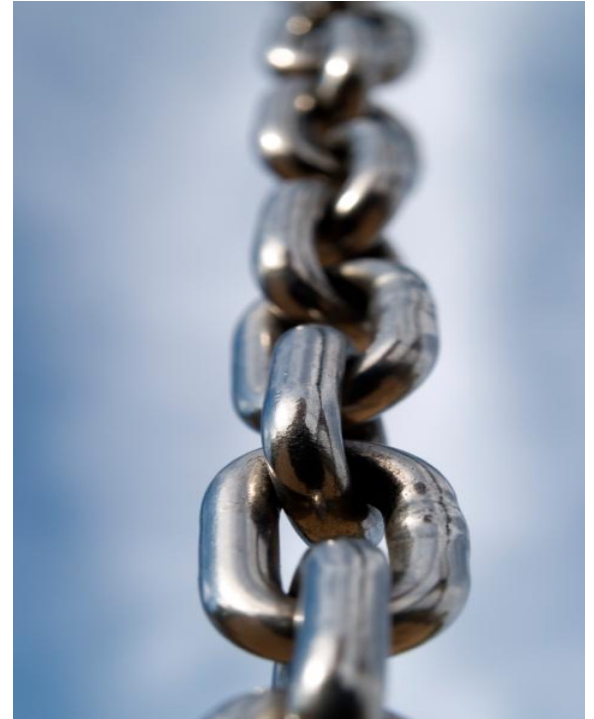
- > Intuitive user interface
- > Efficient camera and system management
 - Automatic camera discovery
 - Efficient configuration
 - Easy upgrade of camera firmware
- > Available in all major languages



AXIS Camera Station 3.30 – Feel secure

Maximized system up-time and minimized system maintenance

- > Over 30,000 installations worldwide
 - Global support organization
- > No compatibility problems
 - Specially designed for Axis network products
- > Support for latest camera capabilities
 - Support for H.264 for optimized bandwidth and storage needs
 - Camera-based motion detection to save on network bandwidth
 - HDTV for optimized image quality



AXIS Camera Station 3.30 – No hidden costs

- > **Existing hardware can be used**
 - PC
 - Network infrastructure
- > **Flexible license model**
 - 4 or 10 camera base license
 - Including one -year free support and software upgrades
 - 1, 5 or 20 camera upgrade license
 - One-year support license
 - Free support and software upgrades
- > **Demo software**
 - 30 days for up to 4 cameras
 - AXIS Camera Station One – Free software



Accessories



P8221 I/O Module

- > AXIS P8221 Network I/O Audio Module is a complementary product to our network camera and video encoder product portfolio.
- > AXIS P8221 provides input/output (I/O) ports and audio for professional network video surveillance systems that do not have these features or need additional I/O and audio.



AXIS T8310 Video Surveillance Control Board



Modular control board for professional
camera and video management

AXIS T8310 Control Board – product overview

- > Modular system
 - AXIS T8311 Video Surveillance Joystick
 - AXIS T8312 Video Surveillance Keypad
 - AXIS T8313 Video Surveillance Jog Dial
- > Accurate control of PTZ cameras
- > Professional design
- > Durable quality
- > Easy to install



Applications

- > Video surveillance control rooms
 - Control of cameras, video management software and video forensics
 - Solutions that require the joystick, keypad and jog dial to be operated individually, or together in a complete solution
- > Integrated with Axis Camera Station 3.30 or later
 - Application-defined hotkeys on the modules can be programmed for a number of different commands



AXIS PTZ & PTZ dome cameras



www.axis.com

AXIS PTZ Network Cameras Q603x-E & P553x



New generation from D1 to HDTV

AXIS Q603x-E – For demanding conditions

Built for Harsh environments

- > Can be used in a wide temperature range
-40°F to 50°C (-40°F to 122°F)
 - Removable sunshield
 - Built-in heater
 - Built-in fans
- > Arctic Temperature Control
 - Secures start-up in arctic climate
- > Dustproof and protected against strong water jets
 - IP66
- > Provides color video in low light and high-quality black & white video in extremely dark conditions
 - Automatic day and night functionality with a removable IR-cut filter
 - Progressive scan & 128x wide dynamic range
- > Continuously follow an object
 - Continuous 360° rotation & 220° tilt with E-flip
 - 18x or 35x optical, 12x digital zoom with autofocus
- > Auto-tracking
 - Detect and follow a moving object automatically
- > Local storage of up to 32GB using SD/SDHC card
- > Multiple, individually configurable H.264 and MJPEG video streams
- > 4CIF/D1 or 720P HDTV resolution at 30 fps
(model specific)

AXIS P553x-E – Where image quality matters

Built for Harsh environments

- > Can be used in a wide temperature range
-20°F to 50°C (-40°F to 122°F)
 - Built-in heater
 - Built-in fans
- > Hi-PoE 802.3at compliant
 - Midspan included
- > Dustproof and protected against strong water jets
 - IP66
- > Provides color video in low light and high-quality black & white video in extremely dark conditions
 - Automatic day and night functionality with a removable IR-cut filter
- > Continuously follow an object
 - Continuous 360° rotation & 180° tilt with Auto-flip
 - 18x optical, 12x digital zoom with autofocus
- > Advanced gatekeeper
 - Automatically move to a preset position when motion is detected in a pre-defined area
- > Local storage of up to 32GB using SD/SDHC card
- > Multiple, individually configurable H.264 and MJPEG video streams
- > 4CIF/D1 or 720P HDTV resolution at 30 fps (model specific)

Quick and secure installation

- > Same quick bayonet coupling for all models
 - Same for AXIS Q60 Series & AXIS P55 Series
 - Same brackets for all models
 - IP classification even for indoor models
 - Mounting kit for hard and drop ceilings included with indoor models
 - Clear and smoked dome cover included
 - IEEE 802.3at High PoE midspan 1-port included



HDTV compliant video quality for AXIS Q6034/-E & P5534/-E

SMPTE HDTV standard:

- > Resolution
 - 1280x720 in 16:9 format, SMPTE 296M (HDTV 720p)
- > Full frame rate of 30fps
- > Wider color spectrum than standard TV

Better color
representation

Guaranteed resolution

Full frame rate

Wide screen format



Which is more: 18x HDTV or 35x 4CIF/D1?

What's the difference between 18x zoom in HDTV and 35x zoom in standard resolution?

- > Let's compare AXIS P5534 and AXIS 233D
- > You will see more details at maximum zoom and the field of view will be wider with AXIS P5534
- > At the widest position (no zoom), you will see the same field of view but with twice the resolution with AXIS P5534 (difficult to see in PowerPoint since the screen has limited resolution)
- > The following slides show some examples



Max wide



4CIF/D1



HDTV 720p

Actual images

35x zoom max tele

18x zoom max tele



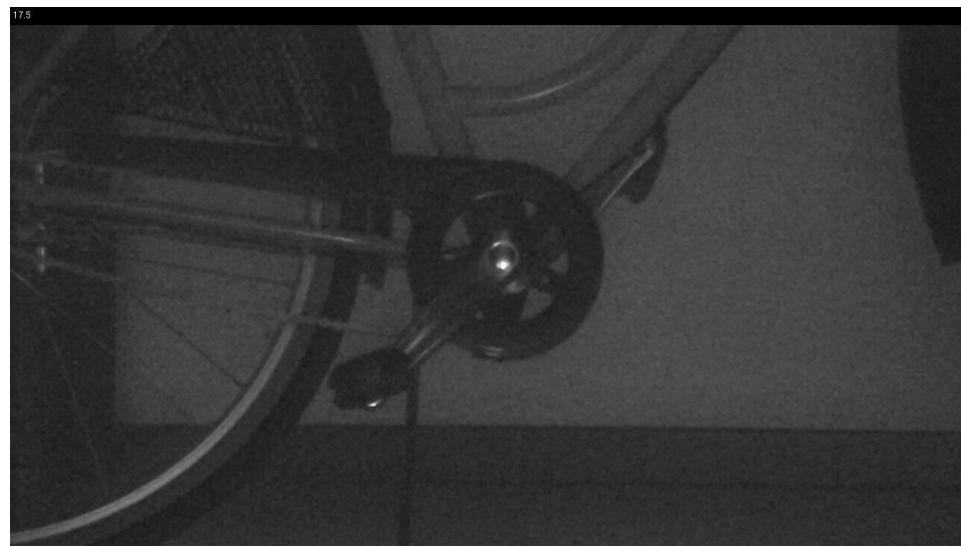
4CIF/D1



HDTV 720P

Actual images

Less than 1 lux (35x and 18x)



Axis HDTV 720p PTZ

- HDTV 720p
- 18x zoom
- High PoE or 24 V
- IP51
- Two-way audio
- 4 I/O
- Fast PTZ
- Auto-flip
- \$2499

AXIS P5534



- Outdoor version
- HDTV 720p
- 18x zoom
- High PoE
- IP66
- Fast PTZ
- Auto-flip
- -20 to +50 °C
- Advanced Gatekeeper
- \$2899

AXIS P5534-E



Simulated image

- HDTV 720p
- 18x zoom
- High PoE or 24 V
- IP52
- Two-way audio
- 4 I/O
- Super fast PTZ
- Very high accuracy
- 360° continuous pan
- Unlimited guard tour
- \$2999

AXIS Q6034



- Outdoor version
- HDTV 720p
- 18x zoom
- High PoE+
- IP66
- Super fast PTZ
- Very high accuracy
- 360° continuous pan
- Unlimited guard tour
- Arctic Temperature Control
- -40 to +50 °C
- Active Gatekeeper
- \$3500

AXIS Q6034-E



Axis D1 PTZ

- D1 resolution
- 29x zoom
- WDR
- High PoE or 24V
- IP51
- Two-way audio
- 4 I/O
- Fast PTZ
- Auto-flip
- \$1999

AXIS P5532



- Outdoor version
- D1 resolution
- 29x zoom
- WDR
- High PoE
- IP66
- Fast PTZ
- Auto-flip
- -20 to +50 °C
- Advanced Gatekeeper
- \$2399

AXIS P5532-E



Simulated image

- D1 resolution
- 35x zoom
- WDR
- High PoE or 24 V
- IP52
- Two-way audio
- 4 I/O
- Super fast PTZ
- Very high accuracy
- 360° continuous pan
- Unlimited guard tour
- \$2599

AXIS Q6032



- Outdoor version
- D1 resolution
- 35x zoom
- WDR
- High PoE+
- IP66
- Super fast, precise PTZ
- 360° continuous pan
- Unlimited guard tour
- Arctic Temperature Control
- -40 to +50 °C
- Active Gatekeeper
- \$3199

AXIS Q6032-E



Which model to choose?

> Indoor or outdoor is obviously a good way to start

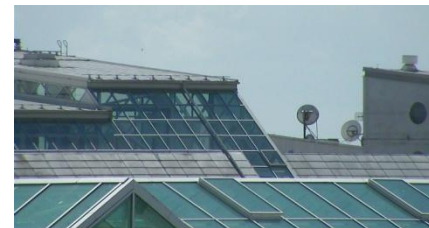
	<u>D1 Resolution</u>	<u>HDTV Resolution</u>
<u>Indoor</u>	AXIS P5532 AXIS Q6032	AXIS P5534 AXIS Q6034
<u>Outdoor</u>	AXIS P5532-E AXIS Q6032-E	AXIS P5534-E AXIS Q6034-E



Which model to choose?

- > Indoor or outdoor is obviously a good way to start
- > Then you have two choices D1 or HDTV quality

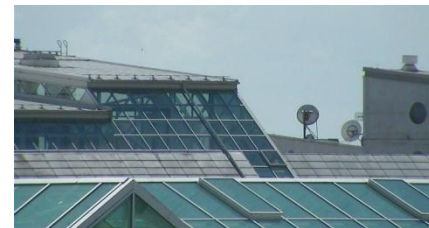
	<u>D1 Resolution</u>	<u>HDTV Resolution</u>
<u>Indoor</u>	AXIS P5532 AXIS Q6032	AXIS P5534 AXIS Q6034
<u>Outdoor</u>	AXIS P5532-E AXIS Q6032-E	AXIS P5534-E AXIS Q6034-E



Which model to choose?

- > Indoor or outdoor is obviously a good way to start
- > Then you have two choices D1 or HDTV quality
- > Always start with HDTV. Show film clip and presentations that you find on AXIS P5534's product page on Inside. These two photos in the corner here can be used to show the difference between 35x 4CIF/D1 and 18x HDTV. Blow them up until the satellite discs have the same size.
- > Now you only have two models left: one P-line and one Q-line

	<u>D1 Resolution</u>	<u>HDTV Resolution</u>
<u>Indoor</u>	AXIS P5532 AXIS Q6032	AXIS P5534 AXIS Q6034
<u>Outdoor</u>	AXIS P5532-E AXIS Q6032-E	AXIS P5534-E AXIS Q6034-E



Which model to choose?

- > Indoor or outdoor is obviously a good way to start
- > Then you have two choices D1 or HDTV quality
- > Always start with HDTV. Show film clip and presentations that you find on AXIS P5534's product page on Inside. These two photos in the corner here can be used to show the difference between 35x 4CIF/D1 and 18x HDTV. Blow them up until the satellite discs have the same size.
- > Now you only have two models left: one P-line and one Q-line

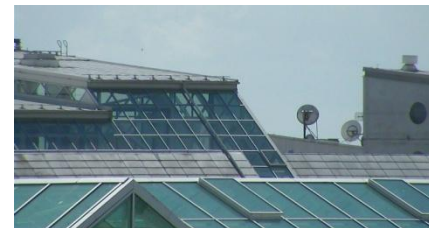
Choose P-series if:

- It's a price-sensitive case
- No need for constant movement
- No need for unlimited guard tour
- No need for super fast pan/tilt
- Often for indoor applications

Choose Q-series if:

- Customer requires highest speed and accuracy
- Very best reliability
- For use outdoors and where temperatures can be below -20 °C
- Higher zoom (AXIS Q6032/-E)
- Need for Active Gatekeeper

	<u>D1 Resolution</u>	<u>HDTV Resolution</u>
<u>Indoor</u>	AXIS P5532 AXIS Q6032	AXIS P5534 AXIS Q6034
<u>Outdoor</u>	AXIS P5532-E AXIS Q6032-E	AXIS P5534-E AXIS Q6034-E



Additional Information & Instruction

- > *The Axis Communications' Academy provides a range of educational curricula to boost competence and confidence about Axis products and network video technology.*



➤ Classroom-based training



➤ Web-based training



➤ Webinars



➤ Guides and tutorials

Classroom based training locations into 2011

Course calendar Classroom-based courses

Check the course and location you wish to attend in order to register. Registration for the Fundamentals and Advanced courses are done via the Axis Shop. Course fees are paid directly by credit card. [General conditions](#)

Note: Fundamentals and Advanced courses are only open to members of our Channel Partner Program. Learn more about the [Axis Channel Partner Program](#). To join, complete the [registration form](#).

The Long Island class on Nov 30 - Dec 2 and the Ft. Lauderdale, FL class on Dec 7-9 have filled

Dates for Classroom-based trainings

	Dates	Location	Course	Fee
<input type="checkbox"/>	Jan 11-13, 2011	Denver, CO	3-day Fundamentals	USD 500
<input type="checkbox"/>	Jan 18-20, 2011	Chelmsford, MA	3-day Fundamentals	USD 500
<input type="checkbox"/>	Jan 18-20, 2011	St. Louis, MO	3-day Fundamentals	USD 500
<input type="checkbox"/>	Feb 1-3, 2011	Toronto, ON	3-day Fundamentals	USD 500
<input type="checkbox"/>	Feb 8-10, 2011	San Antonio, TX	3-day Fundamentals	USD 500
<input type="checkbox"/>	Feb 15-17, 2011	Hartford, CT	3-day Fundamentals	USD 500

Planning is underway for more 2011 locations. Check back soon for more dates and locations. No prerequisites are required.

**Due to limited class sizes,
Axis allows up to 2 people per company per training.**

2010 Trainings

Click on the pictures for more info on training location and accommodations.

For all Chelmsford trainings



For MA, the hotel is for accommodations only. The training will be held in our Chelmsford office.

Nov 30 - Dec 2



Long Island, NY

Dec 7-9



Ft. Lauderdale, FL

2011 Trainings

Jan 11-13



Introducing the new AXIS Certified Professional Program

Axis Certification Program | Axis Communications



Introducing the network video certification that shows your strengths.

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Business benefits
Programs

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megapixel
camera
HDTV
competence
worldwide
network video
leader
easy installation
convergence
intelligent
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innovation
environment
protect
leader
thermal
global
outdoor
ease of use
H.264
integration
image usability
focus
video encoder