

Axis Communications wins international award

AXIS Communications, a global leader in the network video market, has won the Detektor International Award for best video surveillance product (CCTV) for the third time. The acknowledgement come just as new numbers from IMS Research were published. The numbers show that Axis Communications has strengthened its position as the world leading producer of network based video surveillance systems.

The award for the best video surveillance product is presented every year by an international expert panel chosen by *Detector International*, the European magazine for security technology. This is the third time in four years that Axis has won the award, and it is a clear indication that the market recommends Axis Communications' innovative work for the development of network based video surveillance systems.

The award refers to AXIS P3301 network camera, which is a dome camera based on Axis Communication's in-house developed chip ARTPEC 3, which eases the image handling and gives notable improved compressions of the video material. ARTPEC 3 is the basis of the new generation of Axis' video surveillance products.

The jury explains the choice by stating:

"AXIS P3301 is the powerful answer to the

market demand for a feature-rich surveillance camera able to offer an outstanding picture quality, in full frame rate or individually optimised for different quality needs and bandwidth constraints. This is a truly winning concept for a wide range of video surveillance applications."

Roy Alves, country manager, Axis Communications, said: "It is an honour for us to receive this much valued award. AXIS P3301 is a wonderful representative for the new generation of network video products. It is a generation that has already been noticed for its impact on future video surveillance by the international expertise of the Detektor Award's jury".

The award was handed out at the same time as IMS Research announced its yearly report "The World Market for CCTV and Surveillance Equipment". The report documents that Axis Communications has strengthened its position as the world's leading producer of network based video surveillance in 2007 by increasing its market



share from 32 to 33,5 per cent.

IMS expects that the market for professional IP-based video surveillance solutions will gain a yearly growth of 35 per cent over the next five years.

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