

'Now is the time to go network video', says Axis Communications



The Axis panel. From left: Jonas Andersson, director business development; Bodil Sonesson, vice president global sales; and Kent Fransson, product manager.

AXIS Communications, the global market leader in network video, came out with guns blazing at IFSEC 2009, the largest international security exhibition held in Birmingham, United Kingdom, recently. Despite the severe worldwide economic downturn, the Axis panel of presenters described a company that is not only thriving in the current market, but also continuously looking toward the future.

Bodil Sonesson, vice-president global sales; **Kent Fransson**, product manager; and **Jonas Andersson**, director, business development, presented Axis's theme for the show – Now is the time ... to go network video! IFSEC 2009 saw the 25-year-old Axis Communications launching more products than at any other single show and showcasing their world-first HDTV camera. **Dominic Bruning**, marketing director, EMEA, acted as a facilitator.

Bodil Sonesson said Axis was an IT company driving the network video market. It had a global presence in more than 20 countries with a total of 754 employees.

Three new branches had been established in 2008 – Moscow, Sao Paulo, and Beijing. Axis had introduced the world's first network camera in 1996.

Bodil said the outlook for 2009 was that, on the negative side, predictability was very low, and that nobody knew what was going to happen; investment decisions were being postponed – "everything stopped in January 2009"; and there were many "experts" with negative outlooks.

ON THE POSITIVE SIDE:

- Axis had initiated many new products, and
- Axis had never launched so many products at a single show as at IFSEC 2009.

But, in tough times there simply had to be a winner. However, she remarked that many people were holding on to analogue technology, although they were adding on digital.

Bodil said Axis was taking a long

term view. "We are building a very solid structure". She added that they were keeping a big presence at shows.

Dealing with the importance of Axis' unique core values, Bodil said that there are three vital values ensuring their success:

- Think big (do things in a different way!),
- Act as one, and
- Always be open to criticism.

When it came to global partners, Bodil said Axis had more than 24 000 channel partners. When it came to the video surveillance market, Axis had a very high rating. It was currently number two regarding network cameras.

Kent Fransson said the main driver of technology today was the consumer market, in essence HDTV.

He said CCTV was moving to HDTV, which provided superb video quality. It also had a wider colour spectrum than normal TV.

Kent said Axis had introduced the first HDTV camera. This had a full frame rate and HDTV provided exceptional image quality. He said Axis was introducing a wide range of new products at IFSEC 2009.

Jonas Andersson said network video products accounted for 15 to 20 per cent of all video surveillance products sold today. With the establishment of ONVIF (Open Network Video Interface Forum), an open industry forum for the development of a global standard for the interface of network video products, it is finally possible to ensure interoperability between network video products, regardless of manufacturer.



Dominic Bruning, marketing director EMEA, who acted as facilitator.