

New Series Of Cost-Effective Surveillance Cameras

Axis Communications, the global market leader in the network video market, introduces a new series of compact and affordable fixed dome network cameras designed for retail video surveillance. AXIS M32 Network Cameras provide excellent image quality - including support for HDTV - and offer quick and easy installation features.

“Image quality, compact design, as well as cost are key issues for the retail segment,” says Johan Åkesson, Director Business Development Retail, Axis Communications. “AXIS M32 Network Cameras meet these demands; the fixed dome cameras deliver excellent video quality, have a discreet design and are very competitively priced.”

Network video has been very successful in addressing the video surveillance needs of retailers. In addition to more efficient loss prevention, network cameras provide advantages compared with analogue CCTV, such as seamless integration with Point Of Sales (POS) and Electronic Article Surveillance (EAS) systems and possibilities for people counting, customer flow analysis, store planning and evaluation.

Axis was first to bring the benefits of network video technology to applications throughout the retail sector. Retailers benefit from ready-made applications that enable them to minimise loss, improve merchandising, effectiveness, increase staff security and improve the bottom line. Retailers using Axis network video products

include Benetton, Target, Tally Weijl, Lacoste and Hugo Boss. AXIS M32 Series delivers higher image resolution than traditional analogue CCTV cameras.

The cameras are equipped with varifocal lenses, and the option of megapixel and HDTV make them very well suited for retail environments.

The robust versions, AXIS M3203-V and AXIS M3204-V, are ideal in tougher environments such as warehouses. AXIS M3203-V offers SVGA resolution in full frame rate. AXIS M3204 and AXIS M3204-V provide HDTV video quality in full frame rate. AXIS M3203 and AXIS M3204 are also available with a black casing.

AXIS M32 Series provides easy installation features. The pixel counter, for example, helps verify that the pixel resolution of an object or face meets regulatory or specific customer requirements. Power over Ethernet (PoE) enables power and video to be carried on one Ethernet cable, making installation easy and reducing installation costs.

The support for H.264 compression further saves money by minimising storage and network bandwidth demands. AXIS M32 Network Cameras are supported by the industry's largest base of video management software through the Axis Application Development Partner programme as well as by AXIS Camera Station. The cameras will be available in Q2 2010 through Axis' distribution channels.