

# Axis still in favour of network video

**A**t the IFSEC show in 2009, Axis Communications made a strong case for network video, and reported a year of growth and excellence. The company is still thriving in 2010. In spite of the fact that most companies had an extremely difficult time during 2009, Axis Communications, the Swedish-based global market leader in network video had another triumphant year.

Continuing in its quest to drive the technology shift from analogue to digital network-based security solutions, Axis reported a growth rate of 21 per cent for the first quarter of 2010. Furthermore, the company continues to expand with some 800 employees representing the company in 30 countries, the most recent launch having taken place in South America.

This was the message delivered to media at a special briefing, where **Ray Mauritsson**, chief executive officer, **Kent Fransson**, product manager, and **Jonas Andersson**, director of business development – all of Axis Communications – addressed members of the media, during the IFSEC 2010 show, held at the National Exhibition Centre in Birmingham, UK.

Mr Mauritsson says that in 2009, the expected market growth was 10 per cent analogue and 40 per cent growth in network video. What happen was that analogue drop 15 per cent while network continued to grow, but at a slower rate than expected. "This is an area that is expected to continue growing rapidly, and obviously provides us with excellent opportunities," says Mr Mauritsson.

"Due to the fact that the global market is still very early in its period of recovery – this is not yet the ideal market for growth, but at the same time, an economic crisis can also become a turning point for a technological shift, which is why Axis continues to focus strongly on recruiting leading research and development



employees," added Mr Fransson.

According to Mr Fransson some of the most important technology drivers identified by Axis include:

- Thermal technology – which will become increasingly important in the future.
- Hosted video – where there will be an opportunity for system integrators to push new models.
- Ease of installation – becoming increasingly imperative.
- And, of course, image quality – which is of critical importance to end-users.

"Axis has experienced an extremely positive response to the Axis Partner Programmes," added Mr Fransson. "We believe strongly that close, highly collaborative, long-term relationships create mutually beneficial opportunities."

In addition, Axis Communications has had much success with the global Axis Academy, which provides installers with in-depth knowledge of network video surveillance, enabling them to deliver superior solutions to their customers based on Axis products.

The Axis Communications' Academy was established in 2004 as an investment in its partners, providing a range of educational curricula to boost competence and confidence about Axis products and network video technology. Since its inception, the company has trained more than 15 000 individuals worldwide.

Jonas Andersson, director of business development, and chairman of the ONVIF Steering Committee, addressed Axis' involvement with ONVIF (Open Network Video Interface Forum) which is an open industry forum for the development of global standards for the interface of network video products.

Founded in 2008 by Axis, Bosch and Sony, the forum rapidly gained momentum and today it's endorsed by several of the world's largest manufacturers of IP video products. "The ONVIF specification will continue to ensure inter-operability between network video products, regardless of brand," says Mr Andersson.

Finally, at its impressive stand at the IFSEC show, Axis used the opportunity to introduce a new series of high-performance, outdoor-ready pan/tilt/zoom (PTZ) domes, including two HDTV models, for demanding surveillance applications such as city surveillance, airports, harbours and outdoor stadiums. "Axis' successful PTZ camera design now enables not only easy and reliable installation in demanding weather conditions, but also outstanding HDTV coverage of large areas and great detail when zooming in, says **Erik Frännlid**, director of product management at Axis.

"The new PTZ network cameras will offer customers greater choice of quality PTZ domes, with different performance and price levels to meet different installation needs," he concluded.

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