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Axis survey shows IP solutions becoming preferred surveillance solution in SA

Axis Communications, the global leader in the network video market¹, recently conducted a survey in South Africa that showed that Internet Protocol (IP) solutions are the most requested with regards to new and upgraded video surveillance installations.

When asked, 83 percent of the respondents in the survey cited IP surveillance as the solution most requested by their clients. This, compared to only 40 percent who listed analogue systems as their clients preferred surveillance solution, confirms the prediction that IP Surveillance will surpass analogue to become the standard in the video surveillance industry

Despite the other business benefits offered by IP Surveillance systems, such as improved stock control, productivity maximisation and aiding market research, the primary reason for installing video surveillance solutions remains business and personal security concerns. This view was confirmed by 100 percent of respondents.

The growth of IP Surveillance is a result of the public's realisation that IP systems can be effortlessly integrated into existing IT and communication infrastructure, offering ease-of-installation previously not experienced with video surveillance systems. 68 percent of the respondents cited this as the reason for the continuous growth of IP Surveillance, while 80 percent attributed the growth to the lower total cost of ownership of IP Surveillance systems due to their reduced power consumption.

When asked which industry sector required video surveillance solutions the most, 67 percent of the respondents identified transport, while 65 percent pointed towards retail.

The survey was conducted in August 2008 and drew insights from integrators and distributors in the video surveillance industry.

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Notes to editors

¹ Axis Communications is the global market leader in the network video market with a market share of network cameras of 32%. The world market for network cameras alone will be worth more than \$1 Billion by 2009. The network camera market is set to have a CAGR of more than 40 per cent per year over the next three years to reach a value of \$1.5 billion by 2010, according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2007 Edition' published in December 2007.

About Axis

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analogue to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring and are based on innovative, open technology platforms.

Axis is a Swedish-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on OMX Nordic Exchange under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.



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