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<< Security

Axis explores future trends

BY LEON ENGELBRECHT, ITWEB SENIOR WRITER

[Johannesburg, 12 October 2007] - The trend in security cameras is towards more intelligent devices and systems, says Axis Communications president and CEO Ray Mauritsson.

Axis VP for sales, Bodil Sonneson, says this requires digital solutions, and while digital cameras remain more expensive than analogue devices, open standard IP-based network cameras have inherent advantages. They also give a better total cost of ownership (TCO) over the device's lifetime.

Sonneson says greenfield installations of as few as 33 power-over-Ethernet cameras now also have an installation cost advantage over older technologies.

Axis executive VP Anders Laurin says Axis sold its millionth camera since 1984 "a few weeks ago".

Factors driving sales, he says, include the declining cost of systems, climbing intelligence, and the lower installation costs offered by power-over-Ethernet, which does away with coaxial and power cables. Other factors include active and passive anti-tampering means, such as more robust casings, and alerts when there is an attempt at vandalising a camera, or if it is jarred out of position.

Laurin says TCO is contained by using wide-angle megapixel cameras that give better feature recognition or can more effectively cover larger areas by day and night than older models. He adds that TCO is contained by new-generation cameras fitted with non-mechanical zoom and panning. These software-focused cameras lack moving parts and, therefore, require less maintenance over a longer lifetime.

IBM digital video surveillance (DVS) business development manager Deidre Lenderking says DVS devices are "not trivial systems to put in place". A return on investment is, therefore, essential, with an emphasis on maximising the output in the form of better loss control and minimising TCO by ensuring low through-life costs.

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