



## **AXIS AND IBM PARTNER IN DIGITAL VIDEO SURVEILLANCE**

Axis Communications announced today that IBM is offering Axis network video products as part of a new Digital Video Surveillance solution. The system is an open framework for event-based surveillance that includes advanced indexing and analytics technologies. It is fully customisable and will support Axis' entire line of network cameras and video servers.

Commenting on the announcement, Roy Alves, Country Manager for Axis Communications South Africa said "We are very pleased that IBM will include Axis network video products in their customer offering. IBM's expertise and focus on enterprise-level customers are important in furthering the convergence of the security and IT market." Axis Communications SA and its distribution partners will be supporting IBM's solutions in South Africa.

Axis network cameras and video servers are currently being used in several pilot projects that IBM has installed for enterprise-level customers in several industries. The pilots focus on security for situation awareness, providing centralized monitoring and real-time alerts across multiple geographic locations using intelligent video analytics.

"Axis' leadership in network video is providing flexibility, easy-to-use installation and management with the high quality image required for an advanced video surveillance solution," said Jeanne Jang, global leader for IBM Digital Video Surveillance. "Quality network cameras are critical as IBM unveils the industry's most advanced digital video surveillance services."

The IBM system is also tying the Axis network cameras and video servers to other customer applications, such as point-of-sale software for the retail environment. This will enable Axis network video to become a more integrated tool for loss prevention and inventory management.

**ENDS**

### **Notes to editors**

<sup>1</sup> Axis Communications is the global market leader of the network video market. The world market for network cameras alone will be worth more than \$1 Billion by 2010. The network camera market is set to have a CAGR of close to 38 per cent per year over the next five years to reach a value of \$1.3 billion by 2010, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2006 Edition' published in October 2006.

### **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 analog 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 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the Nordic List, Mid Cap and Information Technology exchanges. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com).

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