



## **Axis takes video surveillance to new heights**

Axis Communications, the global leader in the network video market<sup>1</sup>, today announced the introduction of a new generation network video products built upon the in-house developed ARTPEC-3 chip. The new product generation includes H.264 video compression standard which is more cost efficient and will simplify deployment and management of large systems.

With the introduction of new generation network video solutions, Axis takes video surveillance to new heights. By integrating the H.264 video compression standard into every new generation product, Axis will boost the capabilities of modern video surveillance.

*"Introducing this new generation is a natural step for Axis. It further highlights the well-known benefits of network video solutions in terms of creating cost-efficient, flexible and scalable solutions. With our new generation, these advantages become even more evident compared to analogue solutions",* says Anders Laurin, Executive Vice President.

By using H.264 in all new generation network cameras, video encoders and video management systems Axis saves up to 50 % of storage and network bandwidth compared to MPEG-4 Part 2 and up to 80 % compared to Motion JPEG. This allows for more cost effective video-surveillance systems and simplified deployment and management of large-scale video surveillance systems.

*"The user can either cut the costs for bandwidth and storage or use the new technology to increase the frame rate and image quality with a maintained cost",* says Roy Alves, country manager at Axis Communications.

The H.264 standard is a future proof technology already featured in a number of business and consumer applications, such as the Blu-Ray Disc format, HDTV and telecommunications and broadcasting solutions.

The deployment of the new generation network video solutions will start during the third quarter of 2008.

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**About Axis Communications**

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 Sweden-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 OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com).

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