A smarter, safer world around the clock

Axis network solutions on the job
One world. Many solutions.

We all want to feel safe, and at Axis we understand that what feels safe differs depending on geographical location, culture, circumstance, and the individual. Since the beginning, we’ve worked with an indirect sales model – we sell to distributors who sell to system integrators and resellers who, in turn, sell to end customers. This model means we work with specialist competencies at every stage – people with real knowledge of their local market and its particular needs. From distribution to installation, we give our customers the very best of the best.

Axis invented the world’s first network camera back in 1996 and we’ve been innovators in digital video surveillance ever since, increasing the security of millions of people worldwide. Today, we’re the market leader in network video.

INDUSTRY SEGMENTS
- Banking and finance
- Safe cities
- Commercial
- Critical infrastructure
- Education
- Government
- Healthcare
- Industrial
- Retail
- Transportation

REGIONS
- Northern Europe
- Eastern Europe
- Middle Europe
- Southern Europe
- North & Central America
- South America
- Middle East & Africa
- North Asia
- South Asia Pacific

Global reach local presence

Every hour of every day, all over the world, an Axis network solution is at work. From keeping our roads and public spaces safe to protecting bank workers, securing sports events, and even safeguarding endangered species. Behind every Axis solution there’s a story involving real people and real problems, from the everyday to the extraordinary. It’s these people and situations that drive our business, and keep us innovating for a smarter, safer world.

We’d like to take you on a journey around the globe to show you how Axis products and solutions can help you. A 24-hour tour, stopping off each hour to catch a glimpse of an Axis solution in operation.

Get ready for an adventure…
A sustainable approach to farm security

It’s dawn, the cows have been milked and are heading into the field. As they amble past, motion sensors kick the cameras into action. The herd is calm and comfortable. It’s going to be a great day.

THE STARTING POINT
AXIS ONLY
Wyke Farms is a family-run dairy farm in the heart of the English countryside. They pride themselves on being 100% green in terms of energy, so when they needed to extend their surveillance system, sustain-
ability and energy efficiency were a must. Their existing solution combined Axis network cameras with other brand IP cameras. The expansion would be an Axis-only solution and would also cover their newly built biogas plant.

CLEAN AND GREEN
The solution was 25 Axis network cameras. In the farm buildings, they opted for dust-resistant AXIS M30 Network Cameras, a must for sterile environments. The fact that they are also very quick and easy to install was also a plus, as it meant the team could minimize disruption to the flow of the farm. Read more about how Axis makes installation easy on page 12.

For outdoors, they used a combination of AXIS P13 Series and AXIS M30 Series cameras with day/night functionality. A day and night network camera delivers color images during the day. As light diminishes, the camera can automatically switch to night mode to deliver high-quality, black and white images. The cameras also have motion detection functionality, so that they can power down when there’s nothing to record.

ROUND THE CLOCK EFFICIENCY
Surveillance across the farm 24/7 gives plenty of evidence of best practice hygiene procedures if ever they need to be shown to authorities. And, as Atul Rajput from Axis describes, they managed to keep sustainability at the forefront:

“Thanks to our commitment to sustainability in the design, manufacture, and supply of all our cameras, coupled with the efficiency of network video technology, the overall installation was completely in keeping with Wyke Farms’ green commitment.”

WYKE FARMS, UNITED KINGDOM

Did you know?
Cameras with motion detection save energy because they go into power saving mode when there’s no action. Discover more about motion detection at http://www.axis.com

Segment: Commercial Situation: Low energy consumption, easy to install, day/night functionality Products: AXIS M30 and P13 Series
On the 07:26 commuter train from Nuremberg, there’s standing room only. In one packed car, a security camera has been covered. An alert is immediately sent to onboard staff.

**SURVEILLANCE ON THE MOVE**
Škoda Transportation, which supplies trains to Deutsche Bahn in Germany, were tasked with constructing six new trains for the Nuremberg-Ingolstadt-Munich line, complete with onboard surveillance systems. The cameras had to deliver constant footage throughout the cars and be able to do so despite the occasionally unstable nature of a train ride. They also had to meet strict public transport surveillance requirements.

**THE AXIS SOLUTION**
Seventy-five AXIS P39 Network Cameras were installed in each of the six trains. These HDTV cameras, specifically designed to be used on board vehicles, compensate for vibrations, shocks, and bumps. They deliver clear footage on the move, and the active tampering alarm sends an alert if any device has been covered. The cameras use a single cable for both power and data transmission, so cabling is minimal throughout the busy cars.

**TRANSMITTING ON THE TRACKS**
The Axis onboard cameras capture the entire interior of the train. An onboard computer processes the footage, so no additional steps are necessary. As well as preventing incidents on the trains, the cameras deliver data about passenger numbers and movement throughout the trains, which can be used by engineers to design compartments in the future.

**Always a steady shot**
The Axis cameras selected were built specifically for this challenging job. Seventy-five AXIS P39 Network Cameras were installed in each of the six trains. These HDTV cameras, specifically designed to be used on board vehicles, compensate for vibrations, shocks, and bumps. They deliver clear footage on the move, and the active tampering alarm sends an alert if any device has been covered. The cameras use a single cable for both power and data transmission, so cabling is minimal throughout the busy cars.

**Public transportation**
It’s important to a city’s infrastructure that transport is well used, and for it to be well used, it needs to feel safe. That’s why Axis offers a complete portfolio for monitoring transport systems, ranging from cameras and encoders to recorders and analytics. With Axis, you have the technology that lets your staff respond quickly and efficiently to incidents in real-time, helping to keep passengers, staff, and property safe.

These are just some of the benefits of an Axis transport security system:
- A safer and more secure transportation environment
- Less vandalism, violence, and fraudulent insurance claims
- Real-time access to live and recorded images – in HDTV quality
- A future-proof, flexible surveillance solution

Discover more about Axis and transportation on www.axis.com
More eyes for prison guards

It’s just after eight and the inmates are finishing breakfast. Due to the presence of sharp cooking utensils, security around the kitchen is high. A security camera shows known gang members approaching the entrance. Cameras zoom in to assess their intentions.

The video quality of the Axis cameras is so high that we can see the emotion on an inmate’s face and whether they mean to do someone harm.”

Maurice Myrie, Director of IT, Worcester County Sheriff’s Office

Did you know?
You can host your own networked camera solution, but it’s also easy and affordable to bring in a third party to host it for you.

WORCESTER COUNTY HOUSE OF CORRECTION AND JAIL, USA

PRODUCT IN FOCUS
AXIS Q8414-LVS Network Camera
Corner mount in stainless steel and anti-grip
This discreet camera has no ligature points. It’s designed specifically for correctional institutions and medical facilities where there can be a high risk of patient self-harm. The stainless steel, water-resistant casing allows for cleaning by hose, making upkeep convenient and safe.

AXIS Q8414-LVS
Network Camera
This discreet camera has no ligature points. It’s designed specifically for correctional institutions and medical facilities where there can be a high risk of patient self-harm. The stainless steel, water-resistant casing allows for cleaning by hose, making upkeep convenient and safe.

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Network Camera
This discreet camera has no ligature points. It’s designed specifically for correctional institutions and medical facilities where there can be a high risk of patient self-harm. The stainless steel, water-resistant casing allows for cleaning by hose, making upkeep convenient and safe.
Easy planning, configuration, installation, and maintenance

Axis has everything you need to plan, configure, and execute the installation of your system as smoothly and as quickly as possible. Here are just a few of the tools Axis offers to help you get your surveillance system up-and-running.

PLANNING

PRODUCT SELECTOR
The Product Selector is a simple and intuitive way to match the right IP cameras and video encoders with every surveillance project. The tool provides filters based on environment, lighting conditions, field of view, and other key features, enabling users to quickly narrow their options and find the product that best suits their needs.

INSTALLATION

AXIS T8415 WIRELESS INSTALLATION TOOL
Using our free smartphone app, installers can immediately see live footage from a newly-mounted camera, check angles and positioning, and make on-the-spot adjustments.

CONFIGURATION

REMOTE ZOOM & FOCUS
The remote focus and zoom functions in fixed dome and i-CS lenses cameras eliminate the need for manual adjustments where the camera is positioned, instead allowing users to make those adjustments from their computer. This means less time at the installation site.

MAINTENANCE

ANALYTICS
AXIS Camera Application Program (ACAP) is an open platform for users to add analytics and other applications to Axis products to meet specific security and business requirements. ACAP has spurred a community of software companies to provide a wide variety of applications such as cross-line detection, people counting, license plate recognition, and much more.

Find more information about system design on www.axis.com/tools

Easy planning, configuration, installation, and maintenance

Axis has everything you need to plan, configure, and execute the installation of your system as smoothly and as quickly as possible. Here are just a few of the tools Axis offers to help you get your surveillance system up-and-running.
ATHLETIC TRAINING, SWEDEN

Helping athletes reach their goals

On the screen, the image of a high jumper is frozen at the apex of his jump, his foot grazing the bar. After reviewing the footage, his coach sees that, by applying a sharper angle at takeoff, the athlete could elevate his lift and potentially achieve a new personal best.

THE AXIS SOLUTION

EVERY SECOND COUNTS

Swedish sports software company Spiideo has developed an iPhone/iPad app using AXIS Camera Application Platform (ACAP), which helps athletes and their coaches analyze movements in real time. The app acts as a remote control for an AXIS V59 PTZ Network Camera installed at the training grounds. It can set the camera to start as the athlete passes a predefined line, so both athlete and coach can concentrate on performance. Footage is immediately available via the app, and can be paused or played in slow motion for detailed analysis of the action.

See other ways that Axis works with sports stadiums and events on page 24.

"The Spiideo/Axis solution is so simple and flexible and gives me just the feedback I need after, for example, a high jump. The images from the camera are fantastic, and they really help us develop our training."

Linus Thörnblad, athlete

PRODUCT IN FOCUS

AXIS V59 PTZ Network Camera Series

Live streaming cameras for professional use

Whether you’re streaming an event live on the web, holding a live seminar, or honing your high-jump technique, AXIS V59 PTZ Network Camera Series deliver smooth and sharp images.

- HDTV video streaming
- 30x optical zoom with autofocus
- Smooth pan, tilt, and zoom
- CD-quality stereo audio
- Connectors for most requirements

Great for:
- Sporting events, webinars, music events, live streaming, light broadcasting, and video conferencing.
THE STARTING POINT
SECURE SHOPPING

High-end men’s clothing brand Harridge needed a security system for their Turin store. Their requirements were easy installation, low cost, and access to video both from inside the store and remotely at any time of day.

THE AXIS SOLUTION
TICKING ALL THE BOXES

Five AXIS M11 Network Cameras were installed around the store with views on windows, entrances, main shopping area, cash desk, and storage areas. These cameras are easy to install, with just one cable for both power and internet, and feature a remote zoom function. They also support OptimizedIR for discreet illumination at night. The setup ticked the remote-viewing box with the addition of AXIS Companion video management software. This simple app-based monitoring solution allows footage to be securely viewed from any device, anywhere.

HARRIDGE CLOTHING, ITALY

Style meets security

A woman leaves hurriedly from the shop. Staff check surveillance footage via a smartphone app to see what events transpired prior to the customer’s rushed exit to determine if they should send help. They find no cause for alarm.

Luca Massaro, System Integrator.

“The video surveillance system is able to offer us HD image quality, perfect for identifying people and any incidents occurring inside our store, as well as ensuring straightforward exporting of video clips and snapshots.”

Turn the page for more on AXIS Companion Line.

NEW POSSIBILITIES, GREATER GAINS

For Axis, working with retail is about far more than just safety and security. Proactive surveillance and monitoring can help prevent losses, improve merchandising and offer customers a better experience. It makes sound business sense in every retail operation, whether you run a single shop or an entire chain of stores.

With our cross-functional network video solution, you can:

> Prevent losses from shoplifting, theft, and cashier fraud
> Gain a faster return on investment, thanks to reduced losses and increased efficiency
> Improve store layouts, staff planning, and optimize in-store advertising
> Easily integrate network video with your existing systems, such as point of sale (POS) and electronic article surveillance (EAS) and access control
> Improve your bottom line and increase top-line sales

For more about our retail solutions, please visit www.axis.com

INDUSTRY IN FOCUS

Segment: Retail
Situation: Small scale, low cost, loss prevention
Products: AXIS M11 Series
Axis quality, now tailored for small businesses

Axis video surveillance products are recognized for quality, innovation, and ease of installation and operation. Now our premium quality surveillance solutions have been tailored to fit the needs and budgets of small businesses.

AXIS Companion Line

A total solution from one supplier

AXIS Companion Line is a complete end-to-end solution designed to meet the requirements of small businesses. With AXIS Companion, business owners can control their surveillance system while away from their premises, giving them one less thing to worry about.

- Professional end-to-end solution leveraging Axis quality
- Affordable cameras, recorders, accessories, and software
- Designed to meet the requirements of small businesses
- Video surveillance that scales to match changing business needs
- View from any device, anywhere

AXIS Companion Line Products

- IP cameras
- Network video recorders
- Solution accessories
- Video management software

“With AXIS Companion Line, I can deliver a solution to meet my customer’s needs and budget, without compromising the level of quality that I demand.”

Franck Caron, AXIS Companion Specialist

Axis quality, now tailored for small businesses

Axis video surveillance products are recognized for quality, innovation, and ease of installation and operation. Now our premium quality surveillance solutions have been tailored to fit the needs and budgets of small businesses.
The business day is in full swing. Cameras pan along the roads inside the gated IT park. The post-morning-rush calm is broken by the roar of an engine, as a car speeds recklessly through the lot, coming to a screeching halt in a narrow space. Cameras zoom in to capture the license plate.

**THE STARTING POINT**

**A SAFER WORKPLACE**

Raheja Mindspace IT Park in Hyderabad, India is a business area home to 120 IT companies. Being able to keep workers safe, control traffic, and monitor entrances and perimeters was the starting point for a major new surveillance system.

**THE AXIS SOLUTION**

**AROUND THE PERIMETER, AROUND THE CLOCK**

The perimeter required securing to ensure that no one can enter the park who isn’t meant to. The situation required security cameras that can deal with different lighting, deliver clear pictures at night, and continuously pan so that nothing is missed. Network cameras with wide dynamic range (WDR) were selected to compensate for bright and dark light in the same image, complemented by cameras with OptimizedIR for night imaging and cameras with pan/tilt/zoom (PTZ) capabilities. A total of 38 network cameras were installed around the park’s key zones. Video is streamed to a central control point where staff can monitor around the clock and react to any suspicious circumstances.

For more information about how to secure your perimeters, please visit www.axis.com

**Seeing the whole picture with PTZ**

Axis PTZ network cameras provide wide-area coverage as well as forensic detail when zoomed in. Additionally, PTZ cameras, like AXIS P56 Series, offer a view up to 360° so you never miss a thing.

To see all our PTZ cameras, please visit www.axis.com

**MINSPACE IT PARK, INDIA**

IT park keeps workers safe

The business day is in full swing. Cameras pan along the roads inside the gated IT park. The post-morning-rush calm is broken by the roar of an engine, as a car speeds recklessly through the lot, coming to a screeching halt in a narrow space. Cameras zoom in to capture the license plate.
Access solutions for a high-tech world

A truck approaches the gates; the driver rolls down his window and presses the call button. From the control room, the door operator asks him to show his ID to the camera. All clear. The gates open.

The Axis Solution
Throw Away the Keys
Keys are a symbol of safety and security, but they can easily be copied and end up in the wrong hands. So, the first step was to get rid of all keys. Instead, the company went for an Axis audio-visual access control system. The system features a door station, which allows someone to press a call button and use two-way audio communication for access. It also features a built-in camera, which an operator can use to see who’s buzzing and check their identification. The system is hosted by Securitas Direct, making it a simple, cost-effective solution with no need for extra hardware.

Did you know?
With a hosted video solution, such as AXIS Video Hosting System (AVHS), it’s easy to outsource your security and buy a turnkey solution. Axis network of partners offers a wide range of cloud-based hosted services to protect and develop your business.

The Starting Point
Innovating Access Control
In a small city in Sweden, some big leaps have been made in access control. After a Toyota car dealership realized they were experiencing thefts, they decided to introduce an audio-visual access control system.

“We already had a service contract with Securitas Direct for the intruder alarm, and now we’ve added AXIS A8004-VE Network Video Door Station at the gate. This was a simple solution that added a huge amount of value for us.”

Håkan Nordeman, Security Officer at Toyota Center

Product in Focus
Access control
Our access control solutions are truly open. So they give you the freedom to mix and match best-of-breed hardware and software and integrate them with other systems, including your surveillance systems. You can use them for everything from basic identification and entry control to advanced access management.

NETWORK DOOR STATIONS
Axis network door stations combine communication, video surveillance and remote entry control in one single device. They make a convenient complement to your surveillance installation and help keep your premises secure, providing reliable 24/7 identification. Axis network door stations let you identify a visitor and open the door regardless of where you are.

NETWORK DOOR CONTROLLERS
Axis network door controllers are non-proprietary, open, and IP-based access controllers suitable for both smaller installations and advanced enterprise systems. Open standards ensure future flexibility and scalability. The door controllers are easily installed and managed.

NETWORK I/O RELAY MODULES
Axis network I/O relay modules are intelligent modules with configurable I/Os and relays and support supervised inputs. They let you extend the functionality of any Axis product and are particularly useful for integrating Axis network door controllers with other systems in your building. They can also be integrated with other facility systems. Modules suitable for facilities of all sizes and for both indoor and outdoor installations are available.

CARD READERS
You can easily monitor access to your facility using card readers as part of your access control solution. The readers are designed for both outdoor and indoor usage and support most smart card formats.

Did you know?
WIFI is a hosted video solution, such as AXIS Video Hosting System (AVHS). It’s easy to outsource your security and buy a turnkey solution. Axis network of partners offers a wide range of cloud-based hosted services to protect and develop your business.

The TOYOTA CARS, SWEDEN

Access solutions

Our access control solutions are truly open. So they give you the freedom to mix and match best-of-breed hardware and software and integrate them with other systems, including your surveillance systems. You can use them for everything from basic identification and entry control to advanced access management.
BURNLEY FC, UNITED KINGDOM

Another league of security for English soccer club

Cameras pan across the stands, pausing briefly to monitor the exits. The stadium is full, and the match is nearly over. As fans start to make their way to the exits, security watches to ensure foot traffic flows smoothly.

The new Axis IP video system gives our ground safety team the ability to extract wrongdoers from the crowd before they endanger fans. The police have already been able to secure several convictions based on positive identification of individuals. Thankfully, these occurrences are rare and the deterrent effect of the new system will make them rarer still.”

Doug Metcalfe, Stadium & Operations Manager, Burnley Football Club

THE STARTING POINT
FROM ANALOG TO IP

Burnley Football Club is one of the oldest soccer clubs in England, with a stadium that welcomes up to 21,500 supporters at every match. After reaching the Premier League, Burnley started a multi-million-pound facilities and IT upgrade, which included moving their analog-based CCTV system to include IP video surveillance.

THE AXIS SOLUTION
KEEPING FANS SAFE

A total of 64 new network cameras – outdoor-ready AXIS Q60 Series, and AXIS Q17 Series with built-in IR illumination – were installed across the stadium. Fourteen legacy analog cameras were retained to cover the concourses, which were integrated into the IP system using Axis video encoders. As well as monitoring the stands and stadium bowl, cameras are trained on the 40 entrance turnstiles. Together with a ticket scanner, video helps identify individuals trying to use forged tickets.

Discover more about Axis solutions on www.axis.com

TECHNOLOGY IN FOCUS
Analog to IP migration

Helping security go digital for 20 years

It’s been 20 years since Axis launched the world’s first network camera. Since then, we’ve been paving the way for the shift from analog to digital surveillance.

Transform your analog cameras

Using Axis video encoders, you can convert analog video signals into digital streams that are sent over an IP-based network. You can then view live images using a password-protected user account via the web or video management software on a local or remote computer.

If you want to add IP cameras to your analog system, you can do so without having to add or replace any cables.

The digital advantage

The benefits of network video compared to analog technology are numerous, including:

> Superior image quality
> Remote accessibility
> Distributed intelligent video capabilities
> Easy installation and integration
> Better scalability, flexibility, and cost-effectiveness
The ocean floor is still, the water murky. But through the network camera it’s clear. A translucent “comb jelly” enters from the left, its undulating body propelling it through the water, light catching its outstretched tentacles.

Camera under pressure
The scientists sent down an AXIS Q6045 Mk II PTZ Network Camera. To withstand water pressure at a depth of three miles, it was encased in a pressure-resistant glass dome and mounted on a tripod. LED lights were added to illuminate the murky depths. Department staff operate and adjust the camera remotely, which is a welcome benefit at these extreme depths. The video is managed with easy-to-use AXIS Camera Station video management software. Footage is not only used in the school, but can also be streamed live via the department’s website.

Discovering underwater life
AXIS Q6054 Mk II PTZ Network Camera opens a 24-hour window on the ocean floor. The observatory has led to new discoveries, including recording unidentified creatures and documenting previously unseen behaviors.
It’s a cloudy afternoon in Xi’an, capital of Shaanxi Province. In the misty light, network cameras pick out a figure at the back entrance of one of the city’s main banks. Despite poor visibility, facial recognition software identifies the known individual, and security staff are alerted.

Axis technology brings banking into focus

Shaanxi Rural Credit Cooperatives Union (SRCCU) provides credit services to Shaanxi Province, with 3,000 locations and hundreds of ATMs. Understandably, any place that handles and stores high volumes of cash needs an extremely accurate and reliable surveillance system. Across SRCCU’s sites, “clear faces”, “clear bank notes”, “clear details”, and “clear interior/exterior environments” need to be visible at all times of day and in all light conditions.

The Axis solution

A MULTI-LAYERED APPROACH

Due to their numerous branches, each with its own specific needs, equipping SRCCU’s banks was no easy task. Key surveillance points included entrances for both staff and customers, banknote-handover areas for cash carriers, outer/inner areas, counters, and ATMs.

The solution utilized some of Axis smartest technology. Cameras with Axis Lightfinder technology and wide dynamic range (WDR) enabled video in poor and challenging light conditions. Facial recognition analytics software was implemented in the network cameras installed at entrances, interiors, and ATMs, while 360° panoramic cameras ensured nothing was missed. The network cameras also come with Zipstream – Axis own technology for dramatically lowering bandwidth and storage needs.

Turn the page to discover more about Zipstream.

SHAANXI RURAL CREDIT COOPERATIVES UNION, CHINA

Axis technology brings banking into focus

Do a 360, or just a 180

8-megapixel AXIS P3707-PE Network Camera, with four varifocal camera heads, enables 360° coverage or a combination of overview and zoomed-in views in four different directions.

15-megapixel AXIS Q3708-PVE Network Camera features three image sensors for 180° surveillance as well as technologies for handling challenging lighting conditions.

These cameras are ideal for large-scale surveillance at airport terminals, train stations, public squares, university campuses, and school halls, as well as parking lots.
Axis Zipstream technology

MORE VIDEO, LESS STORAGE

Axis Zipstream technology is a collection of algorithms in the camera that analyze the video stream in real-time. Scenes containing interesting details like faces or license plates are recorded in full image quality and resolution, while less crucial areas, such as white walls or static vegetation are filtered out by smoothing in order to achieve better storage savings.

Lower cost, increase retention & resolution

Zipstream is relevant for all users wishing to reduce the cost of storage or network load. In any video surveillance system, reducing storage needs directly results in lower total cost – independent of system size or storage solution. With Zipstream, less storage is needed per recorded minute. This enables increased retention time, resolution, and/or number of cameras – without increased storage space.

Zipstream also automatically adapts to PTZ camera movements. Bandwidth peaks can be avoided thanks to a dynamic rate controller that is automatically enabled when the camera is being panned, tilted, or zoomed.

Network Audio Systems

Axis offers standalone network loudspeakers, as well as audio accessories that complement Axis network cameras and video encoders, making your video surveillance even more effective.

**AXIS C3003-E Network Horn Speaker**
This is a simple-to-install outdoor loudspeaker that provides clear, long-range audio-in-video surveillance solutions. It can play a prerecorded audio file when it’s triggered, be used for live audio during events, or as an auditory deterrent.

**AXIS C1004-E Network Cabinet Speaker & AXIS C2005 Network Ceiling Speaker**
These speakers are complete, high-quality audio systems in a single unit, including an amplifier, mixer, digital signal processor, streaming functionality, and microphone – all built in. Both speakers can run on-board applications such as music streaming.

**AXIS P8221 Network I/O Audio Module**
This audio module provides eight configurable input/output (I/O) ports and audio capabilities to a network video system that either does not have audio support or requires more.

**AXIS T83 Microphones**
AXIS T83 Microphones are ideal for listening to what’s happening at a specific location in order to evaluate the urgency level of a situation. They can also be used as an intercom system together with a network camera.

### DEVICES FOR DELIVERING AND RECORDING SOUND

**THE STARTING POINT**

**LOOK, DON’T TOUCH**
After a parent innocently removed a painting from the wall to show their child, the Butler Museum of American Art realized they needed to protect their vast, valuable collection. Being on a tight budget, it was video surveillance, rather than hiring more guards, which was the cost-effective answer.

**THE AXIS SOLUTION**

**SCALING UP WITH AXIS**
The museum already employed around 100 Axis network cameras, which had proved extremely reliable. So, scaling up with Axis was an obvious choice. A solution was designed using around 100 additional network cameras for different purposes. This included analytics software that senses movement and triggers a voice alarm, warning visitors not to get too close to the artwork. Forensic detail of the video allows security staff to identify real threats, and only react when necessary. This has also allowed visitors to enjoy the art undisturbed.

**16:00**

*Dr. Louis Zona, Chief Curator, The Butler Museum*

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**PRODUCTS IN FOCUS**

**Securing art for America**

A man and woman wander around the gallery, taking in the latest exhibition of American abstract paintings. Absently, the man reaches out as if to touch the canvas. A motion-triggered voice alert is activated, “*Please step away from the artwork.*”
THE STARTING POINT
UP, UP, AND FILM AWAY!
The brainchild of Czech non-profit association, Žádná věda (Not Rocket Science), Strato-
caching combines high-altitude balloons with geocaching gaming mechanics. At 98,500 ft
(30,000 m) above ground, a balloon release 12 pods. They float down to Earth where partici-
pants of the game then locate them using GPS. For their first flight, Žádná věda wanted live
video streaming of the entire event, not from the ground, but from the balloon itself.

THE AXION SOLUTION
OVERCOMING EXTREMES
There were many obstacles, including weight restrictions, extreme temperatures, and
turbulence. AXIS F Series was chosen for the job, equipping an AXIS F44 Main Unit with two
AXIS F1005-E Sensor Units – one filming the balloon from above and one from below. Due to
their discreet and flexible design, AXIS F Series products are normally used for retail stores,
ATMs, buses, and emergency vehicles. The thumb-sized sensor unit fit tight and steady in
the balloon’s basket. A heating wire and thermostat were used to compensate for freezing
temperatures above the clouds.

LANDING WITHOUT A SCRATCH
For the duration of the 117-minute flight, the network cameras provided high-quality video,
which was watched by over 220,000 online viewers. Once the pods were deployed, the
balloon burst and came down to Earth, Axis solution fully intact.

Watch: https://www.youtube.com/watch?v=PbHx2bD23Nk

“We’re proud to be the first to realize live video streaming
from the stratosphere to more than 220,000 viewers!”

Petr Bakoš,
Chief Designer, Žádná věda

At 98,000 ft above the Earth, all we see is a bed of white clouds.
Suddenly, 12 pods come into shot as they are
released from a balloon. They make their descent, spinning like maple seeds
towards the ground.

THE STRATOCACHING PROJECT,
CZECH REPUBLIC
Going sky high

At 98,000 ft above the Earth, all we see is a bed of white clouds. Suddenly, 12 pods come into shot as they
are released from a balloon. They make their descent, spinning like maple seeds towards the ground.

PRODUCT IN FOCUS
AXIS F Series
Flexible cameras that let you see more

> Flexible, rugged, and discreet design
> 1-channel and 4-channel main units
> Choice of color, outdoor, standard, varifocal, pinhole,
fish-eye, and dome sensor units
> Wide dynamic range (WDR) and Axis Zipstream technology
> Two-way audio, input/output ports

AXIS F Series is based on a divided network camera concept,
where the camera is split into a sensor unit – made up of a lens
and image sensor with a cable – and a main unit, which is
the body of a camera. The small sensor unit can be installed di-
cretely in tight places, while the long cable from the sensor unit
to the main unit provides the flexibility to place the main unit
where there’s space, making the build and installation extremely
flexible. This series is ideal for ATMs, banks, stores and hotels, as
well as rugged environments such as emergency vehicles, buses,
trams, and trucks.

For more modular cameras, please visit www.axis.com
Finding space

As people leave work in Utrecht, digital displays start to flicker as bike parking spots around the central station free up and become available.

 segment: Government  
 situation: Non-surveillance solution, app, day/night  
 products: AXIS M30 Series  
 partner: LumiGuide

BIKE PARKING, THE NETHERLANDS

THE STARTING POINT
HELPING CITY BIKERS FIND A PARKING SPOT

What started as a pilot project by the City of Utrecht in the Netherlands, is now a citywide bike-parking initiative. Using AXIS Camera Application Platform (ACAP), software company LumiGuide developed a system to help city cyclists find parking spots around the central station free up and become available. Each parking area is equipped with two AXIS M30 Network Cameras that scan the lot for empty spots. The available spots are then shown on digital displays. The system is easy to scale up as new bike parking lots are added.

THE AXIS SOLUTION
MORE THAN JUST SECURITY

This project uses AXIS M30 Network Cameras for indoor and outdoor parking lots. With their vandal-resistant and discreet design, as well as their day/night capability for clear images in the dark, the mini domes are perfect for the job. As Roel van Dijk, CEO of LumiGuide, describes: “The cameras completely blend into the landscape of smoke detectors and tube lighting. We consider that a desirable characteristic. A bicycle parking lot is crowded enough as it is.”

AXIS M30 Network Camera Series

Affordable mini domes

AXIS M30 Series offers small and affordable, indoor and outdoor fixed domes with fixed focal lenses. The cameras are easy to install on the wall or ceiling. Several models are available with panoramic views such as 360°/180°.

- Functional and smart design for indoor/outdoor use
- Wide angle and 360°/270°/180° panoramic views
- HDMI output
- Easy, flexible installation on wall or ceiling

Great for:
- Retail stores, hotels, schools, banks, and offices with tight budgets for video surveillance.
AXIS Camera Application Platform (ACAP) is an open platform available on most Axis cameras, allowing you to add analytics and other applications. ACAP applications are developed by Axis or our partners and can be embedded directly in Axis products to tailor the camera solution. Applications can be used not only for monitoring newborn babies, but also for crossline detection, people counting, license plate recognition, and much more.

A couple sits on their sofa huddled over a smartphone. On the screen, the tiny form of their premature daughter suckles her thumb.

THE STARTING POINT
PRECIOUS MOMENTS
The neonatal ward at Olomouc University Hospital was looking for new ways to help parents bond with babies that need to spend time in an incubator. Missing out on this vital early stage of a baby’s development can have implications later in life, but it is impossible for parents to be physically present at the clinic 24 hours a day. So, the hospital started looking into ways in which video and an innovative app might help.

NEW TECHNOLOGY. NEW LIFE.
Due to the small size of the incubator and sensitive nature of the situation, the network camera needed to be extremely small and light. It also needed to function when the nursery lights were turned down. After testing different products, AXIS P1214-E Network Cameras were installed in 12 incubators.

STREAMING THE FIRST MOMENTS
Parents can see their baby on their smartphones, wherever they are, 24 hours a day, using the AXIS Camera Application Platform (ACAP) app developed by NetRex. The network cameras stream directly to the NetRex platform, so there’s no need for the hospital to deal with servers and equipment.

“The Axis solution and accompanying app has been received positively by families. Parents and other relatives meet for ‘incubator streaming’ so they can monitor the child’s development each day with their own eyes, which further strengthens their bond.”

Dr. Lukáš Koštál, Ph.D., chief physician at the hospital’s neonatal ward.

OLMOUC UNIVERSITY HOSPITAL, CZECH REPUBLIC
Strengthening the parental bond

A couple sits on their sofa huddled over a smartphone. On the screen, the tiny form of their premature daughter suckles her thumb.
AXIS Q61 Series
A triple-award-winning camera series

Since launching in 2015, AXIS Q61 Series has scooped up three prestigious awards:

- Good Design Award from the Japanese Institute of Design Promotion
- SSA Innovation Award in the CCTV category
- Security Industry Association’s 2016 New Product Showcase in the Video Surveillance Cameras IP category

AXIS Q61 Series has a unique design concept, a result of listening to our customers and partners. To better blend in with their environment when mounted, the cameras are easily re-paintable and 45% smaller than previous generations. Their unique dome geometry enables operators to identify objects above the camera horizon. Axis Speed Dry function makes the camera vibrate, effectively shaking off water droplets in rainy weather, and the laser focus feature makes it the fastest focusing PTZ camera on the market.

AXIS SHARPDOME TECHNOLOGY
AXIS Q61 Series features Sharpdome, with innovative mechanics and a unique dome geometry, providing sharp images in all directions and offering the unique possibility to identify objects as much as 20° above the camera horizon.

AXIS SPEED DRY
Sharpdome technology includes Axis unique Speed Dry function, providing sharp images in rainy weather and facilitating high-pressure cleaning. Speed Dry creates high-speed vibrations in the dome, removing drops.

LASER FOCUS
AXIS Q61 Series also features laser focus. Its 100% safe laser beam measures the distance between the camera and an object in just a fraction of a second, delivering perfectly focused images every time.

AXIS Q61 Series also features:
- Axis Zipstream technology
- Wide dynamic range (WDR) up to 130 dB
- Lightfinder
- Outdoor-ready models with Arctic Temperature Control
What I appreciate most about the Axis solution is that we no longer have to think about the technology or how to use its capabilities. High quality resolution plus video storage that is searchable and retrievable help us best leverage our resources.

Michael Downing, Commanding Officer for Counter Terrorism and Special Operations Bureau, LAPD.

Lights, camera, Axis

Cameras flash, microphones are waved in the air, and shouts of “Look this way!” and “Who designed your dress?” rise above the crowd. This year’s hottest Hollywood couple make their way down the red carpet.

THE SCENARIO

LAPD

The Academy Awards® is one of the most popular entertainment spectacles of the year. As celebrities arrive, they walk the red carpet and strike poses for the world’s media. It’s the job of the Los Angeles Police Department (LAPD) to keep the high-profile guests, as well as the crowd, safe. Faced with the challenges of variable lighting conditions, camera flashes, and the fact that red is one of the hardest colors for video to render, the LAPD chose Axis to help them do the job.

THE AXIS SOLUTION

WATCHING FROM AFAR

Using a wireless mesh network solution, the security team chose AXIS Q60 Network Cameras that offer outstanding image quality in HDTV 1080p. They feature precision, high-speed pan/tilt, powerful zoom, durability and daylight function. Officers can select, control, and view all cameras remotely from City Hall. If one on the ground reports any activity, the network cameras can zoom remotely to assess the situation.

"What I appreciate most about the Axis solution is that we no longer have to think about the technology or how to use its capabilities. High quality resolution plus video storage that is searchable and retrievable help us best leverage our resources."

Michael Downing, Commanding Officer for Counter Terrorism and Special Operations Bureau, LAPD.

THE ACADEMY AWARDS®, USA

Lights, camera, Axis

Cameras flash, microphones are waved in the air, and shouts of “Look this way!” and “Who designed your dress?” rise above the crowd. This year’s hottest Hollywood couple make their way down the red carpet.
Facial recognition helps analyze intentions at casino

A guest approaches the casino entrance. The camera and database sync. Records show that she is on the VIP list. The velvet ropes are lifted and the guest is escorted through to an exclusive room.

The facial recognition system is exceptionally accurate. This means time for security personnel has been dramatically reduced. It also means that legitimate guests can enter the premises without feeling harassed, since the system uses one of the least invasive biometric technologies.

Discover more about casino security on www.axis.com
It’s the start of the night shift. While security staff are getting briefed, an alarm sounds. A vehicle has been detected loitering near the side gate. A couple sits inside in the car, hunched over an unfolded map. Floodlights shine, casting a bright, white light through the windshield.

HYDROELECTRICITY PLANT, NORWAY

Seeing in the dark

TIME: 22:00

BEYOND BORDERS

This large, government-run power plant is located on the edge of a small town. Back roads provide the only access. When fitting a security system for the plant, a strong perimeter defense with automatic intrusion detection was required to ensure operators could effectively monitor incidents and attend to those that constitute a real threat.

THE AXIS SOLUTION

PERIMETER PROTECTION

Axis perimeter protection solution is based on thermal cameras together with analytics. The thermal cameras can “see” around the clock and provide automatic alerts when a person enters a predefined area within the camera’s field of view. This makes it possible to identify suspicious activity – before intrusion. The solution can easily be integrated with other IP cameras, floodlights, loudspeakers, and existing security systems for optimal performance.

PRODUCT IN FOCUS

AXIS Perimeter Defender

AXIS Perimeter Defender gives you an edge where security starts – at the perimeter of your facilities. It’s a flexible, scalable video analytics application for perimeter surveillance and protection, designed for demanding large-scale installations. This smart software can detect multiple, simultaneous events in different places. It analyzes events, dismisses non-threatening ones and notifies security staff of potentially critical situations.

Scalable perimeter protection
High detection accuracy
Multiple detection scenarios
Easy and intuitive installation

Solar panel secured under the cover of night

It’s approaching midnight. At a photovoltaic plant, thermal network cameras have detected a heat-radiating object near the southeast fence, triggering spotlights to shine on the area. Network cameras zoom in, as a guard scans his monitors for the cause. He watches as a startled hare squeezes under the fence and into the night.

Solar plant secured under the cover of night

THE STARTING POINT
LIGHT SENSITIVE

On over 52 acres in Poirino, Italy, hundreds of solar panels are feeding off the Mediterranean sun to produce electricity. This solar, or photovoltaic, power plant needed a security solution to protect the perimeter and inner plant. Lighting the area at night wasn’t an option due to high costs and the fact that it would interfere with the operation of the panels. So, the plant needed a solution that could capture clear images in complete darkness.

THE AXIS SOLUTION
SEEING HEAT

The security team chose to install 34 AXIS Q19 Thermal Network Cameras around the perimeter. These robust cameras can “see” in the pitch dark using thermal imaging. They can detect anything radiating heat, be that a person, animal, or vehicle. When the thermal cameras detect something, they activate a light to illuminate the area. An AXIS Q60 Network Camera then locks on to the area and security is notified.

TECHNOLOGY IN FOCUS
THERMAL IMAGING

Reliable detection – 24 hours a day, seven days a week

Thermal imaging is becoming increasingly more available as new sensors, new materials, and improved calibration make thermal cameras more affordable, reliable, and sensible. Axis thermal network cameras outperform visual network cameras in dark scenes, and are a great tool for detecting people and objects in 24/7 surveillance, from pitch-dark areas to sunlit parking lots.

Thermal network cameras don’t require any additional light sources, making them energy-efficient and discreet. And, in contrast to conventional day-and-night cameras that depend on a certain amount of near-infrared light to function, thermal cameras deliver reliable surveillance images even in complete darkness.

Discover more about thermal network cameras on www.axis.com

“The solution we implemented provides continuous monitoring of the area without the need for artificial light sources as well as a reduced margin of error.”

Claudio Toaldo, CEO, Sicurtel s.r.l.

“The solution we implemented provides continuous monitoring of the area without the need for artificial light sources as well as a reduced margin of error.”

Claudio Toaldo, CEO, Sicurtel s.r.l.
THE STARTING POINT

MINIMIZING CRIME. MAXIMIZING FUN.

The northern state of Bahia in Brazil was set for an exciting few years. The capital, Salvador, was to host the FIFA Confederations Cup, be a World Cup host city, stage a 2018 World Cup qualifying match, and hold soccer matches during the 2016 Rio Olympics. Then there was the annual Bahia Carnival, attracting thousands of people. The fun levels were going to be high, and so were the security risks.

THE AXIS SOLUTION

SURVEILLANCE ROLL-OUT

This complex project, spanning several cities, was rolled out in increments as events took place. In all, over 800 cameras were employed, updating an inefficient analog system.

The first cameras installed were AXIS Q6042-E Network Cameras, 235 of them in total. The following year, another 400 were added, plus 165 AXIS Q6044-E Network Cameras. Many of the cameras remained in place after the events, and others have been incorporated into the regional surveillance system.

Turn the page to read more about keeping cities safe.

Axis provides a wide range of accessories to complement its network video products

ACCESSORIES

PRODUCTS IN FOCUS

Accessories

MOUNTS

From corner mounts to pendant kits, Axis has a variety of mounts designed to enhance camera function and minimize security risks.

HOUSINGS & CABINETS

Resistant to impact and vandal acts, housings and cabinets are easy to install, and shelter cameras from a variety of elements, such as extreme weather, dust, and more.

LENSES

Many Axis network cameras offer an exchangeable lens, ranging from wide angle to telephoto lenses.

CONTROL BOARDS & MORE

Video surveillance control boards, jog dials, and keypads make your system user-friendly and easy to operate.

For all available accessories, please visit www.axis.com/products/accessories

A carnival of cameras

Revelers are heading home after a spectacular carnival. A network camera pans the perimeter of a building, and detects a figure attempting to climb over a nearby fence.

“The cameras help identify various crimes and traffic issues. Panning optimizes police work in violent areas, and the images can be used both preventively as well as for evidence.”

Lieutenant-Colonel Marcos Oliveira, Secretary of Public Safety of Bahia (SSP-BA)
PUBLIC BUILDINGS
Protect public buildings from crime and graffiti with network cameras placed strategically and conspicuously, inside and out. With Axis Wide dynamic range (WDR) network cameras, you get clear HDTV images even in strong backlight, which can help in identification.

PARKS
Keep an eye on parks at night with Axis thermal network cameras and Lightfinder technology. By visualizing heat radiating from people, vehicles, and objects, thermal cameras virtually let you see in the dark.

STREETS
With video analytics, you get automatic alerts in cases of heavy traffic, accidents, or stopped vehicles. So, everyone can get from point A to point B as quickly and safely as possible.

SQUARES
City or town squares can be challenging because they present considerable viewing angles. With Axis PTZ (pan/tilt/zoom) network cameras and a 360° panoramic view, you can monitor large open spaces while also being able to detect and zoom in on movement from a distance.

DEPLOYABLE
With Axis deployable solutions, you can have full video surveillance covering temporary events such as demonstrations, protests, or outdoor concerts. Axis network cameras are outdoor-ready, right out of the box.

CONTROL CENTER
From a centrally located control room, you can monitor all your cameras at any time from anywhere. This means the right number of personnel can be sent exactly where needed.

Creating safer cities
It’s about caring for your city and its people

Anything can happen in a large city, every minute of every day. With Axis solutions, you can observe what’s happening in your city in the sharpest, real-time HDTV, regardless of weather, time of day or attempted tampering. As a world leader in video surveillance, Axis has you covered.

Products for a safer city
AXIS P13 SERIES
These robust, fixed network cameras have superb video quality and up to 5-megapixel resolution, perfect for monitoring public buildings, intersections, and more.

AXIS Q19 SERIES
Thermal network cameras are ideal for securing both indoor and outdoor areas, 24/7, allowing you to detect people, objects, and incidents in heavy smoke, haze, dust, fog, and even complete darkness.

AXIS Q35 SERIES
These high-performing, vandal-resistant, indoor- and outdoor-ready fixed domes deliver exceptional image quality. Optimal for high-security applications in areas such as cities, airports, railway stations, and industrial and critical infrastructure facilities.

AXIS Q60 SERIES
This series of high-speed dome cameras features up to 35x optical zoom for impresive detail in the most demanding surveillance applications, offering exceptional coverage for large areas.

AXIS VIDEO ENCODERS
Axis video encoders enable a cost-efficient migration from your existing analog system, giving you instant access to the market’s widest array of new digital benefits.
The forest is pitch black. But on the monitor, everything is in clear view. In the distance, a wisp of smoke rises from the trees.

SMOKE SIGNALS
AXIS Q1765-LE PT Mount is a slim, outdoor-ready bullet camera with 18x optical zoom and auto-focus. It offers high-resolution and low-compression video. The long-range view covers a 12-mile (20 kilometer) radius, and features built-in Axis OptimisedIR illumination with four highly power-efficient, auto-adjusting LEDs. The camera can be easily mounted in pan/tilt housing with an added motor, which allows it to cover great distances and have an extremely wide range of surveillance, from vast overviews to detailed images. Combined, all these features formed the ideal solution for preventing forest fires in Czarna Białostocka.

THE AXIS SOLUTION
THE FOREST WATCH
Two surveillance towers were strategically positioned to monitor the forest. Each tower was equipped with an AXIS Q1765-LE PT Mount Network Camera. A specialist GSM software was created to stream high-quality video and provide the exact coordinates of suspected fires.

THE STARTING POINT
FIRES RAGE IN RISING TEMPERATURES
Poland is increasingly experiencing hotter weather, less precipitation, and stronger winds. Along with these drastic changes in weather comes an increased threat of forest fires. The forest district of Czarna Bialostocka is one of 100 locations which needed video surveillance for the early detection of fires.

FOREST FIRES, POLAND
Fires on the rise. Axis at the ready.

01:00
The forest is pitch black. But on the monitor, everything is in clear view. In the distance, a wisp of smoke rises from the trees.

Explosion-protected cameras
There are many situations where cameras need to be highly protected to decrease the risk of causing an explosion. Any area where flammable liquids, vapors, gases or combustible dusts are present, such as oil refineries, gas pipelines, refueling stations and chemical plants. But also less obvious places like hospital operating rooms where pressurized gas is used.

Explosion-protected cameras are heavy-duty enclosures containing networked IP cameras. The explosion-protected camera housing prevents any inside sparks or explosions from escaping and igniting vapors, gases, dust or filters in the surrounding air.
**Hilton Garden Inn Krasnoyarsk**

Located at the heart of Siberia, Hilton Garden Inn Krasnoyarsk is the starting point. The hotel group wanted an outdoor surveillance system to tackle the requirements of a large 4/5-star hotel, to help prevent vandalism and theft, and to keep their guests safe. However, located in an area famous for its freezing weather conditions, they had another requirement: video surveillance equipment that could withstand below-freezing temperatures.

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**The Axxis Solution**

SEEING IT ALL, DAY OR NIGHT

Network cameras from AXIS P13 Series were installed around the hotel perimeter. These indoor cameras were installed in housings with heaters, which ensured the devices could function down to -58 °F/-50 °C. AXIS P13 Network Camera Series also includes outdoor-ready models with Arctic Temperature Control for less extreme climates within a temperature range of -40 °F to 122 °F (-40 °C to 50 °C). Arctic Temperature Control allows the camera not only to function at -40 °C (-40 °F), but also to power up at that temperature following a power failure.

AXIS P13 Series cameras offer excellent light sensitivity and Axis Lightfinder technology for high-quality, color images no matter what the time of day. It also features WDR – Forensic Capture. Whether at night, in the rain, or at a distance, images of the hotel grounds are always clear and in focus.

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**The Hilton Garden Inn Krasnoyarsk, Russia**

Temperatures have fallen to -15 °F/-26 °C, the hotel guests are sleeping, and most of the staff have gone home. A car pulls in to the hotel parking lot. Swerving on the ice, it plows into a parked vehicle. The license plates are captured by network cameras.

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**Product Testing in Focus**

Axis products are tested in worst-case scenarios and to extremes – against water, humidity, vandalism, vibrations, harsh temperatures, and more.

Temperature tests in labs are performed in climate chambers, where all types of climates can be simulated. In addition to extensive lab tests, Axis products undergo site tests, to observe long-term effects on products in real-life environments. These site tests provide reliable data about condensation, corrosion, and mechanical and cosmetic effects.

Further proving their durability in extreme temperatures and harsh conditions, we sent a camera up to the freezing stratosphere on a balloon (see pg. 34 for the full story), and an AXIS Q60 camera to the Artic, strapped to the mast of a sailing boat. Both endured the journey, delivering impeccable footage.

Discover more about how Axis ensures quality products at www.axis.com/quality.
In the early hours of the morning, the hospital is quiet. A figure is spotted staggering across the parking lot. He appears injured. Cameras follow as he makes his way to the entrance. Emergency staff are alerted. Everyone springs into action.

LONGGANG HOSPITAL, CHINA

Hospital monitoring made intelligent

In the early hours of the morning, the hospital is quiet. A figure is spotted staggering across the parking lot. He appears injured. Cameras follow as he makes his way to the entrance. Emergency staff are alerted. Everyone springs into action.

THE STARTING POINT

SURVEYING A CONSTANT FLOW

Longgang Hospital is situated in the city of Shenzhen in southern China. As one of the region’s busiest hospitals, it provides vital healthcare to the 10 million inhabitants of this metropolis. The hospital needed to keep an eye on the heavy and constant flow of people through the entire complex, from parking lots to entrances, corridors, stairs, elevators, doctors’ offices, the outpatient building, wards, and operating rooms. It was essential for security staff to monitor hospital-wide activity as it happened, wherever it happened.

THE AXIS SOLUTION

SITE SPECIFIC FOR EVERY NEED

Cameras from four Axis product series were chosen for the 181 monitoring points. The solution also employs AXIS P72 Series video encoders to connect the existing analog cameras in the elevators to the IP network. Password-protected video from all points is accessible by security staff via the Internet.

Axis solutions are always designed with scalability in mind, which is great if you want to spread your budget, or if you have expansion plans for the future.

Because cabling requirements for IP cameras are simpler and minimal, more cameras and components can easily be added. Alternatively, if you want to keep your existing analog system in place, Axis video encoders can integrate your analog cameras into an IP system.

Discover more about scalability at www.axis.com
Whether you’re dealing with a low-light situation, extreme backlight, or want clear night shots, Axis network cameras have the technology to deliver clear, vivid images.

**TURN NIGHT INTO DAY WITH AXIS LIGHTFINDER TECHNOLOGY**
Axis Lightfinder technology lets our cameras see in the dark. With extreme light sensitivity, cameras with Lightfinder can deliver color images in as little light as 0.18 lux. The result? More life-like colors, less noise and bright clear images, even in darkness.

**SAY GOODBYE TO SILHOUETTES WITH WDR**
Wide dynamic range (WDR) adds just the correct amount of exposure to different parts of a scene. Individual frames with different exposure times are taken of the full scene, and then merged to achieve the final result, offering a wider dynamic range and evenly lit, detailed images.

**OPTIMIZEDIR**
If an area is either dimly lit or very bright, images can be hard to make out due to glare or highlights. Network cameras with built-in OptimizedIR automatically adapt, ensuring an evenly illuminated image.

**ILLUMINATORS**
For cameras without built-in IR illumination or OptimizedIR, Axis has a wide range of IR illuminators to complete your installation.

**THERMAL CAMERAS**
Axis thermal network cameras create images based on the heat that radiates from an object, vehicle or person. A thermal camera can deliver images that allow operators to detect and act on suspicious activity – 24 hours a day, seven days a week.

**DAY & NIGHT FUNCTIONALITY**
A day and night network camera delivers color images during the day. As light diminishes below a certain level, the camera automatically switches to night mode using near-infrared light to deliver high-quality, black and white images.

[See the magic of Lightfinder on the train tracks at night: https://www.youtube.com/watch?v=izNV1EKJ1mM]
It's early morning, just before the sun begins to peek over the horizon. A female rhino, flanked by her calf, drinks at the water's edge. On the opposite side of the lake, the heat of a human body is detected. The alarm is raised. Poachers.

In 2015, 1,175 rhinos were killed in South Africa for their horns. Numbers of these majestic creatures are dwindling while the price on their heads continues to rise. In countries like China and Vietnam, it is believed – without any evidence – that rhino horn has healing properties. The fight against poaching is ongoing, and Axis wants to be part of it.

**NEVER OUT OF SIGHT**

In an effort to curb rhino deaths, Axis donated a number of cameras, technical expertise, and training to a rhino sanctuary in South Africa’s northern province of Limpopo. AXIS Q1941-E Thermal Network Cameras were selected and strategically placed around the park, its perimeter, and parking lots. These intelligent cameras zero in on any trace of body heat, even in a footprint. Using wide-range motion detection and sound analytics, they can also detect if someone is attempting to stay out of their field of view.

“"We’ve had a lot of incursion attempts before. It’s already an expensive and difficult challenge to help the rhino recuperate from attacks, so every effort helps – and these cameras will help a lot."

Dr. Jana Fourie, Founder of the Rhino Pride Foundation

**Did you know?**

Axis thermal cameras can detect the heat from a fresh footprint or even where a body has just leaned against a wall.
A car has been identified as stolen after a routine check on its license plates. Cameras track the vehicle to an empty space, just outside the terminal building. The driver parks and starts to make his way to the main entrance. Airport security intercept him just before he reaches the doors.

"Axis cameras not only give us a high-definition live feed as an incident unfolds, but we’re able to zoom in on facial details and other identifiers that we never could have seen with our analog system."

Jerry Crocker, Director of IT for Orlando-Sanford International Airport
Thinking big for small businesses
Whether you’re running a shop, hotel, office, or other small business, our basic end-to-end security solution is designed to keep it safe. And give you extra peace of mind.

Medium-scale security made easy
We create solutions that are easy to install and use for schools, retail, manufacturing sites, and other mid-size installations. Choose from one of our optimized out-of-the-box systems, or build your system using our software with standard PCs and servers.

Smooth solutions for complex situations
Airports, public transport, city surveillance, and other complex sites can be kept safe with an advanced security and surveillance solution using Axis open IP products. Create the perfect tailored solution by combining these products with hardware and software from our partners.

We provide a complete range of security solutions, whether you need a smart system for basic surveillance or a more advanced system on a larger scale. With our smart solutions, you can secure and develop your business – both now and in the future.

Collaborating closely with the industry’s largest professional network, we create unlimited opportunities to grow business for our partners. Whether you’re a shop owner in India, a school administrator in Vermont, or a resort operator in the Alps, you can be sure there’s an Axis Partner solution to meet your specific business needs.

Axis partner network
Collaborating closely with the industry’s largest professional network, we create unlimited opportunities to grow business for our partners. Whether you’re a shop owner in India, a school administrator in Vermont, or a resort operator in the Alps, you can be sure there’s an Axis Partner solution to meet your specific business needs.
About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform – delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 2,700 dedicated employees in more than 50 countries around the world, supported by a global network of over 90,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website www.axis.com.