

Lund, March 19, 2015

## Axis announces Zipstream compression technology, reducing storage requirements by an average 50 percent or more in video surveillance applications

Axis' Zipstream technology is fully compatible with the H.264 compression standard and can be used with the latest Axis cameras and the market's leading video management software without additional investment. Optimized for video surveillance, Axis' Zipstream technology is a radically more efficient H.264 implementation, lowering bandwidth and storage requirements by an average 50% or more.

Axis Communications, the market leader in network video, introduces Zipstream technology allowing customers to benefit from reduced bandwidth and storage requirements without having to invest in new cameras or software. Axis' Zipstream technology is fully compatible with the widely adopted H.264 compression standard. The technology has been developed specifically for video surveillance applications and lowers bandwidth and storage requirements by an average 50% or more.

“Significant progress towards better image quality with higher HDTV resolutions and increased low-light performance has also increased the requirements on the network and storage infrastructure. With Axis' Zipstream technology we enable our customers to drastically reduce bandwidth and storage needs without compromising on important image details. For example, more than twice the video footage can now be stored on SD cards or NAS's in small systems built on AXIS Camera Companion as well as other edge recording applications,” says Johan Paulsson, Chief Technology Officer, Axis Communications. “Axis' Zipstream technology adds a new module inside the network camera's video compression engine which ensures that important details in the image get enough attention in the video stream while unnecessary data can be squeezed.”

Axis' Zipstream technology analyzes and optimizes the network camera's video stream in real time. Scenes containing interesting details are recorded in full image quality and resolution while other areas are filtered out, to optimally use available bandwidth and storage. Important forensic details like faces, tattoos or license plates are isolated and preserved, while irrelevant areas such as white walls, lawns and vegetation are sacrificed by smoothing in order to achieve the better storage savings.

Customers can use Axis' Zipstream technology alongside other Axis network camera technologies such as [Wide Dynamic Range - Forensic Capture](#) and [Lightfinder](#). As Zipstream is fully compatible with H.264 and can be used with [AXIS Camera Station](#), [AXIS Camera Companion](#) and third-party video management software installations already in place.



Regular video stream at 1254 kbit/s



Axis' Zipstream technology at 601 kbit/s

*Axis' Zipstream technology can be used with a range of the latest cameras from Axis and video management software. It radically reduces bandwidth and storage requirements without compromising on important image details.*



Axis is making available its Zipstream technology on the existing network cameras AXIS Q1615, AXIS Q1635 and in the AXIS Q35 Series, via firmware updates. The first new products with Axis' Zipstream installed are planned to be AXIS M1124/-E, AXIS M1125/-E and AXIS P1365/-E fixed network cameras, and AXIS P3224-LV/-LVE and AXIS P3225-LV/-LVE fixed dome network cameras.

AXIS M1124/-E and AXIS M1125/-E are low cost network cameras with features such as Axis' Zipstream technology, CS mount lens, Day/Night functionality, WDR – Forensic Capture and enhanced capabilities for analytics especially suited for retail and other prices sensitive installations, indoors and outdoors. AXIS M1124/-E, AXIS M1125/-E Network Cameras are planned to be available in Q2, 2015.

AXIS P1365 and outdoor ready AXIS P1365-E are full featured cameras featuring WDR – Forensic Capture, audio, remote back focus as well as Axis' Zipstream technology. The cameras' exceptional image quality includes seamless transition between handling WDR and Lightfinder mode, making them great cameras for banking and city surveillance applications, indoors and outdoors. AXIS P1365 and AXIS P1365-E are scheduled for launch on April 9, 2015.

AXIS P3224-LV/-LVE and AXIS P3225-LV/-LVE Network Cameras are streamlined, versatile and easy-to-install fixed domes that provide excellent image quality in any lightning conditions thanks to the winning combination of OptimizedIR and WDR – Forensic Capture. Axis' Zipstream technology reduces bandwidth and storage needs without compromising image details. AXIS P3224-LV/-LVE and AXIS P3225-LV/-LVE are planned to be available in Q2, 2015.

For photos and other resources, please visit:

[http://www.axis.com/corporate/press/press\\_material.htm?key=zipstream](http://www.axis.com/corporate/press/press_material.htm?key=zipstream)

For more information about Axis' Zipstream technology, please see:

[http://www.axis.com/products/video/camera/blue\\_cameras/zipstream.htm](http://www.axis.com/products/video/camera/blue_cameras/zipstream.htm)

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***About Axis Communications***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the global 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 1,900 dedicated employees in more than 40 countries around the world, supported by a network of over 75,000 partners across 179 countries. 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](http://www.axis.com)*