

London, October 11, 2010

## Axis to dispel network video myths at IP Expo

**Axis Communications, the global leader in the network video market<sup>1</sup> is exhibiting at this year's IP Expo, on stand 510, to showcase the many benefits of deploying an IP-based surveillance system. IP Expo takes place on 20-21st October at Earls Court 2 in London.**

It is a common misconception that network video is expensive, bandwidth-hungry and difficult to install. Axis aims to set the record straight at this year's show by demonstrating that it is a cost-effective, future-proof and bandwidth-friendly alternative to traditional analogue CCTV solutions.

Phil Doyle, regional director, Northern Europe, Axis Communications said: "IP Expo is the ideal platform for us to demonstrate the many benefits that can be delivered by running an IP-based surveillance system.

"Ultimately an IP-based surveillance system run over the corporate network means that organisations can share better quality video footage over the network or Internet. Anyone with the necessary permissions can log-on to the system remotely to check real-time or recorded footage.

"With standard network ports running at one gigabit per second and backbones typically 10 gigabits per second or higher, network video cameras are extremely bandwidth efficient, so video doesn't slow down or degrade the voice network.

"IP-based surveillance has typically a lower cost of ownership than a traditional analogue CCTV system as maintenance costs are significantly reduced and the network video application can piggyback off an organisation's existing Ethernet infrastructure."

Many organisations are reticent to upgrade to IP-based surveillance having made a significant investment in traditional analogue CCTV, however it is possible to make the most of that investment and convert analogue signals into video stream by using video encoders.

A video encoder converts and compresses analogue video signals into a video stream that is identical to that coming from a network camera, enabling it to be fully integrated into a network video system."

Axis will also be showcasing its AXIS P5534-E Dome Network Camera at the event. Powered through High Power over Ethernet (High PoE), installation of the AXIS P5543-E is simple as only one cable is needed to carry power, as well as video and pan/tilt/zoom controls. As a high performing network camera, it also offers advanced network capabilities for improved security, efficiency and manageability.

Exhibiting alongside Axis at IP Expo are distribution partner, Anixter and technology partner CommScope.

Hitchin-based, Axis Communications offers a wide range of network video solutions and counts Knowsley Community College, Stafford General Hospital, the Royal Academy of Arts and the University of East Anglia among its client base.

For more information about Axis' range of network video cameras and applications, please visit [www.axis.com](http://www.axis.com). Follow us on Twitter at <http://twitter.com/AxisIPVideo>

**Notes to editors**

*1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, 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 2008 Edition' published in November 2008.*

**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 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 Sweden-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Nordic, under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)*

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