



*Chelmsford, Mass., April 27, 2015*

## **Axis' Zipstream technology named a winner in SIA's 2015 New Product Showcase**

**Security Industry Association (SIA) awards top products in annual New Product Showcase, including Axis' Zipstream compression technology in the Video Surveillance Advanced Imaging Technologies category at ISC West.**

Axis Communications, the global leader in network video, today announced that Axis' Zipstream technology was recognized by the Security Industry Association (SIA) in its annual New Product Showcase (NPS). Zipstream took top honors in the Video Surveillance Advanced Imaging Technologies category, making this Axis' second consecutive year as a NPS winner.

The recently announced Zipstream technology reduces bandwidth and storage requirements by an average of 50 percent and is fully compatible with H.264 and leading video management systems. The new technology analyzes and optimizes the network camera's video stream in real time. Important forensic details like faces, tattoos or license plates are isolated and preserved, while irrelevant areas such as white walls, lawns and vegetation are compressed harder in order to optimally use available bandwidth and storage (see video).

"The industry's response to the launch of Zipstream has been very positive, and this recognition by the SIA New Product Showcase is a further testament to the innovative nature of the technology," said Fredrik Nilsson, general manager, Axis Communications, Inc. "As a market leader, Axis is continually listening to feedback and investing in research and development to provide customers with quality and reliable solutions."

Since its inception in 1979, the NPS has been the security industry's premier awards-based marketing program. This year's NPS Program had 110 entries from 88 companies.

"Each year, the companies competing in SIA's New Product Showcase at ISC West present the leading-edge security solutions that are shaping the industry," said SIA CEO Don Erickson. "These new technologies and solutions are the drivers that are moving the security industry forward, and I congratulate Axis on their win at this year's NPS."

In addition to the Best New Product and Judges' Choice honors, awards were presented in 27 other product and service categories. NPS judges also presented six honorable mention awards. The full Awards List and more information on the SIA New Product Showcase can be found at <http://www.sianps.com>.

The recognition of Zipstream marks Axis' second consecutive NPS win. AXIS P5415-E PTZ Dome Network Camera was named Best in Video Surveillance Hardware and Accessories in SIA's 2014 New Product Showcase.

***For further information about Axis Communications, please contact:***

*Kelley Brescia, Axis Communications, Inc.*

*Phone : 978 614 2137, Email : [kelley.brescia@axis.com](mailto:kelley.brescia@axis.com)*

*Matt Flanagan, fama PR, Inc.*

*Phone : 617 986 5002, Email : [axis@famapr.com](mailto:axis@famapr.com)*

***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 its customers and carried 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).*