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Axis Broadens Surveillance Horizons at ASIS with Unique Corridor Format Offering

Industry's First Vertically-Oriented Viewing Format Lets Users Maximize Video Stream, Image Quality and Bandwidth to Better Monitor Narrow Areas

CHELMSFORD, Mass. – Oct. 12, 2010 – Axis Communications, the global leader in the network video market, today announced the expansion of its surveillance capabilities with the introduction of Axis' Corridor Format™. Adapted to address a critical need across a variety of industries from retail to enterprise security, Axis' Corridor Format is the first to allow a vertical field of view for improved surveillance in narrow areas of interest, like staircases, hallways, aisles, roads, runways and tunnels. Those attending ASIS International, Oct. 12-14, in Dallas, Texas can see a demonstration of the product in Axis' booth, #3103.

Businesses are finding that the traditional landscape format is not the most appropriate solution for monitoring corridors, hallways and other narrow areas because it creates a video stream whereby a large part of the field of view – specifically the sides of the image – is unneeded. As a result, the image quality is not maximized, and the full area and resolution of the camera's image sensor is underutilized. Aside from providing the end-user with surplus images from areas that do not require monitoring, this also results in wasted bandwidth and storage.

Now, organizations can use Axis' Corridor Format to achieve a vertically-oriented video stream from the camera, perfectly adapted to a narrow monitored area, which maximizes image quality while eliminating typical bandwidth and storage waste of landscape formats. The Corridor Format is useful with modern HDTV network cameras that deliver a 16:9 aspect ratio since the resulting image will have a 9:16 aspect ratio and include all the other benefits of the HDTV standard: full frame rate and guaranteed resolution and fidelity.

“This new 9:16 view of the Axis Corridor Format will allow for a high-quality video image of a complete aisle using just a single network camera, even in high racking environments,” said Claude Verville, Vice President, Loss Prevention, Safety & Hazmat, Lowe's Companies, Inc.

Axis' Corridor Format is made possible through a combination of two innovative features. First, either the entire Axis camera is installed sideways or the unique 3-axis lens found inside an Axis fixed dome camera is rotated 90 degrees during mounting. Second, the video image is rotated back 90 degrees using the camera's configuration interface – a feature that requires superior processing power and is unique to Axis' network cameras – so that the operator can view the image as it was meant to be seen.

“Vertically-oriented areas pose a unique industry-wide challenge to obtain high-quality imaging while limiting wasted pixels and processing power,” said Fredrik Nilsson, general manager, Axis

Communications Inc. “Now, end users can benefit from the unique Axis Corridor Format and see a true view of their assets and property in narrow situations. With this addition to our surveillance capabilities, we’re able to meet the needs of businesses, no matter their industry or format need.”

Axis’ Corridor Format is supported by the majority of Axis’ fixed network cameras, which are enabled through the superior rotation capabilities in Axis’ own image processing chips.

The Corridor Format is also supported by industry leading video management software platforms from Axis Application Development Partners (ADPs), such as Genetec, Milestone Systems, On-Net Surveillance Systems (OnSSI) and Exacq Technologies, as well as in the next version of AXIS Camera Station, 3.40. Axis, Genetec, Milestone, OnSSI and Exacq will all be demonstrating interoperability of Axis’ Corridor Format in their respective booths at ASIS International, October 12-14 in Dallas, Texas.

http://www.axis.com/products/video/about_networkvideo/corridor_format.htm.

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 Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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