

# Delivering value to network video through best of breed partnerships



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## 1. Partnership – It should be more than just a word

Partnership is a term that is often used but with very little substance behind the word. At Axis, partnership is far more than just a word, it is part of our culture, a cornerstone of our business and provides the platform to deliver best of breed solutions for any customers need. Axis partnerships provide tangible differentiators to the proposals that our Channel partners deliver to market and adds value for the end customer.

One key partnership program for Axis is the Application Development Partner (ADP) program. Axis' ADP program enables companies to fully integrate Axis network video products into their solutions, by providing application components such as VAPIX®, technical documentation, SDKs, and dedicated development support.

## 2. It's more than just video

Integration of an Axis camera into another application, such as a Video Management Software (VMS) platform, in its basic form is simple. However at Axis we strive to add value to network video by adding features to our products that will make a difference to the solutions that are designed by our installation partners. The close relationship we have with our key ADP's ensures that the features we develop are integrated and available across multiple platforms and solutions in the industry, thus providing a true best of breed choice for installer and end customer.

In this article we look at how Axis' ADP, Mirasys, has implemented the Axis Corridor Format feature into their solutions and how this is deployed in a real scenarios in the retail segment.

## 3. Corridor format - overview

In many surveillance situations there is a requirement to monitor an area that is more vertical than horizontal, in shape. This includes staircases, hallways, aisles, roads, runways, tunnels, and many other applications. In these situations, the traditional landscape format is not the optimal solution, since it creates video streams where a large part of the field of view – specifically the sides of the image – is redundant. In turn, this means that the image quality is not maximized because the full area and resolution of the camera's image sensor is not utilized. In the process, bandwidth and storage is also wasted.

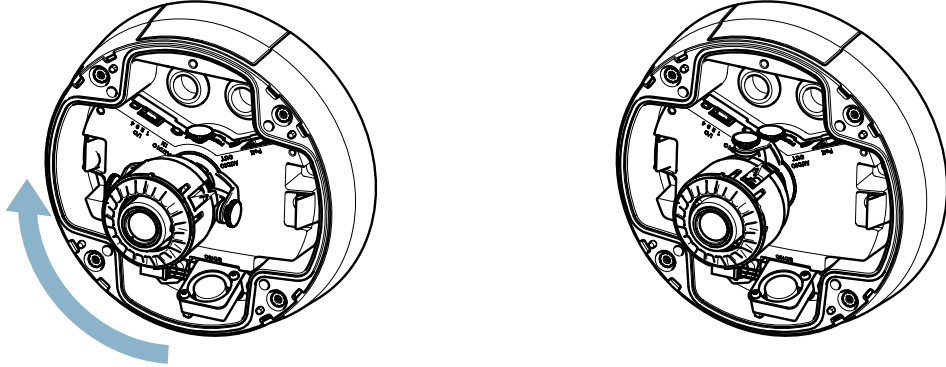
Axis' simple and unique solution to this problem is the 'Corridor' format. The new format allows you to get a vertically oriented, "portrait"-shaped video stream from the camera. The video is adapted perfectly to the monitored area, maximizing image quality while eliminating bandwidth and storage waste.

Axis' Corridor Format is even more useful for modern HDTV network cameras that deliver a 16:9 aspect ratio since the resulting image will have a 9:16 aspect ratio – just the right view for narrow corridors, hallways or aisles.



### 3.1 How the format is received

First, either the entire Axis camera is installed sideways, or the unique 3-axis lens found in 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 image as it was meant to be seen.



### 3.2 How Mirasys integrated the feature

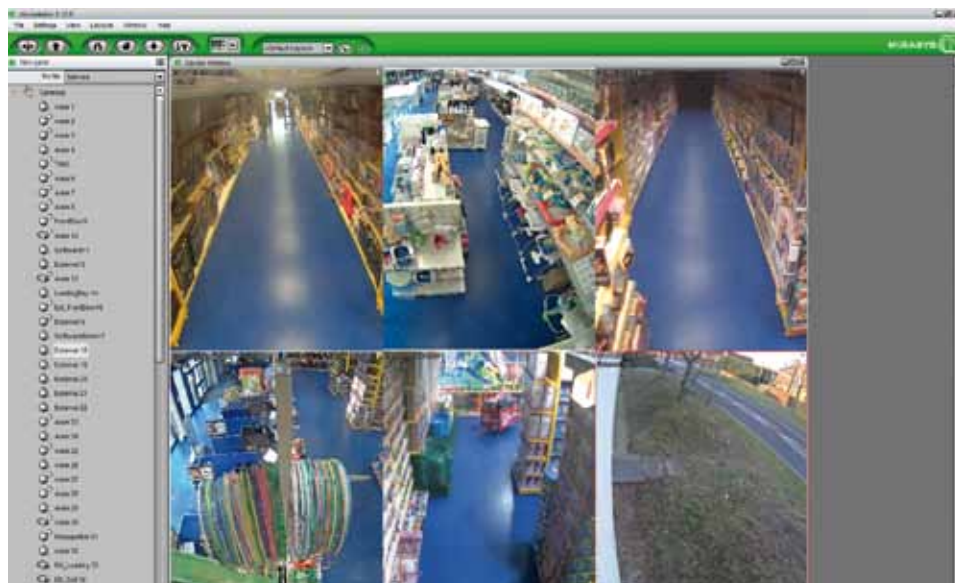
Mirasys uses a resolution independent integration with each of its camera manufacturing partners. When displaying the images on the screen, Mirasys does not force the camera resolution to meet the aspect ratio of the screen unless this option is taken by the user specifically.

"This means that when using Mirasys, the installer does not need to take any special action within the recorder to support corridor format but simply needs to make the changes required on the camera itself. Those changes involve rotation of the lens by 90 degrees and a change in the Axis camera settings to set a vertical aspect ratio," said Iain Cameron, Managing Director, Mirasys UK.

### 3.3 Benefits of the borderless layout

By not forcing the camera image to fit the screen resolution / aspect ratio, a border is not required around the unusual aspect ratio of corridor format. This optimises screen utilisation.

If you do not have a border around the camera image you can get more cameras displayed on the screen at one time and you can create layouts that meet your requirements far easier and without compromise.



### **3.4 Benefits of the independent window sizing**

Mirasys allows you to independently resize each camera window allowing you to create your own custom views to meet your individual surveillance and monitoring needs.

### **3.5 Mirasys Retail Surveillance solutions**

Mirasys Retail Surveillance solutions are designed to help retailers get the most value from their investment. "We help to ensure safe environments, reduce loss as well as investigate and prosecute crime. Through our partnerships with specialist integrators such as Multisys and leading camera manufacturers such as Axis, retailers know that they are getting the best solution for their requirements and protect their investment by implementing a future-proof system that can evolve to meet their changing needs," said Iain Cameron, Managing Director, Mirasys UK.

### **3.6 What the installer says – Multisys**

Axis and Mirasys installation partner, Multisys, uses the Axis and Mirasys solution for large retail projects.

"The Axis and Mirasys partnership is ideal as all features of the cameras are supported and installation times are brought down significantly by Mirasys' simple camera installation "search and find methods". Mirasys' ability to auto detect the orientation of the camera 16 by 9 or 9 by 16 (tall or wide) means that we can use fewer cameras per install" said Eoghan Carroll, MD of Multisys.

"By arranging the cameras in flexible layouts in a borderless fashion the security staff are presented with a very natural view of their premises. The ability to visualise the space as if you were actually standing on the shop floor makes incident detection, playback and export very easy and is very popular with customers and law enforcement alike."

## About Axis Communications

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.

Axis has more than 1,400 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com)