

Axis New Generation Network Video Solutions

Welcome to a new world of video surveillance



Agenda

- > Challenges within video surveillance
- > Meeting the challenges
- > Axis new generation network products
 - Network cameras
 - Video encoders
 - Video management software
- > Q & A

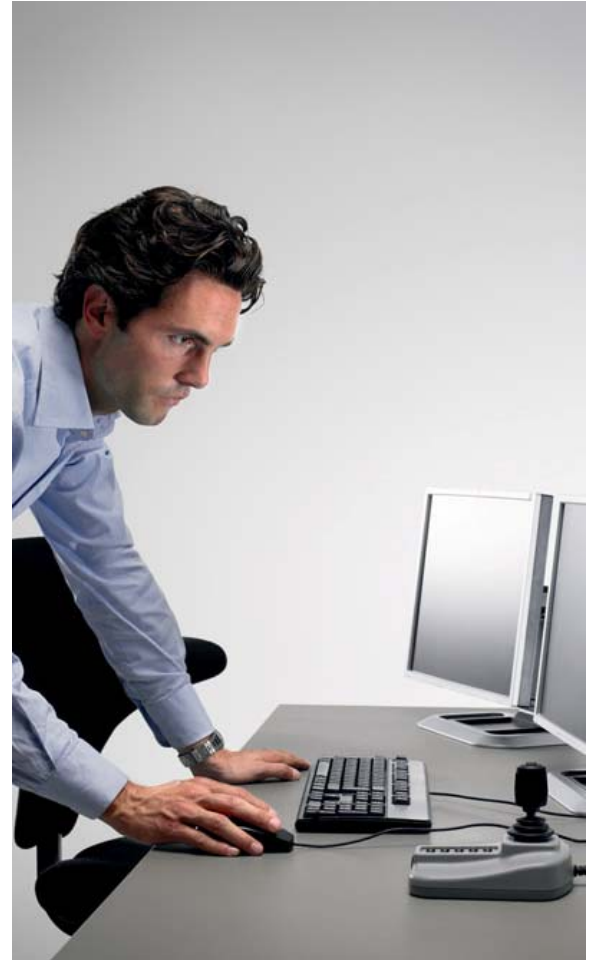
Challenges Within Video Surveillance

Introduction to Axis new generation network video products



Major challenges within video surveillance

- > Deliver required image quality
- > Effectively manage large-scale video surveillance systems
- > Handle storage demand



1. Deliver required image quality

A sizable amount of surveillance video is useless due to poor image quality

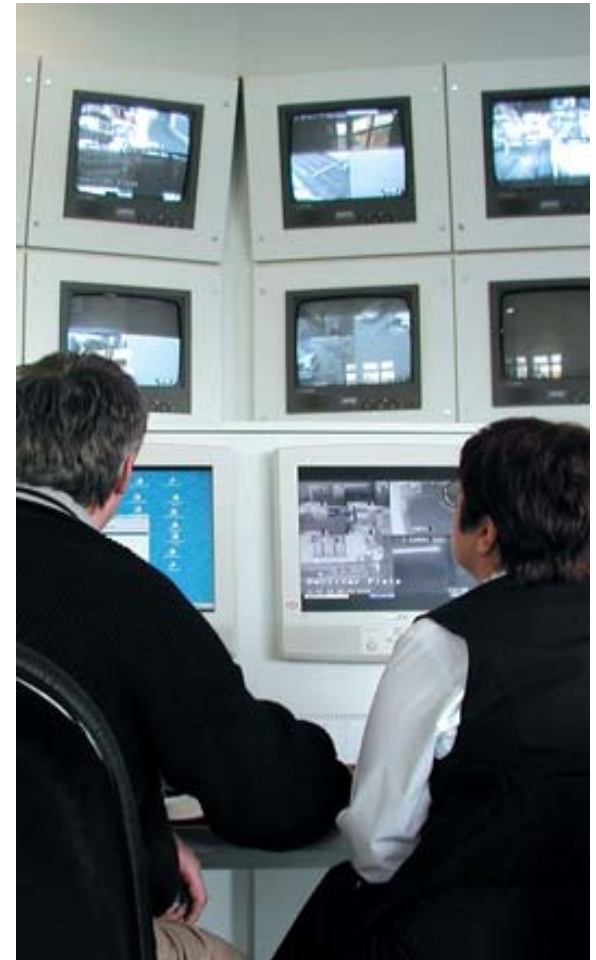
- > Identify objects and persons
- > Understand behavior
- > Follow the course of events
- > ... in all lighting conditions



2. Effectively manage large-scale systems

After 12 minutes of monitoring an operator will often miss up to 45% of screen activity. After 22 minutes, up to 95% is overlooked.

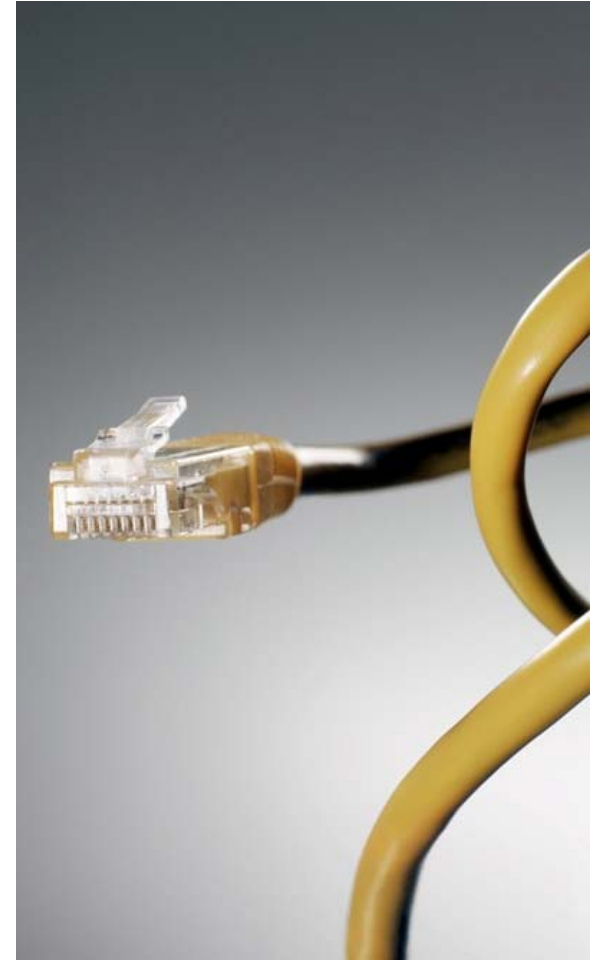
- > Install, configure and maintain thousands of cameras
- > Guarantee full system functionality and reliability
- > Monitor large video surveillance installations effectively
- > Find incidents in huge amounts of stored video



3. Handle storage demand

Even in top-of-the-line installations, many users compromise on storage

- > Need for storage increases rapidly as systems expand
- > Result:
 - Not enough video stored
 - Stored video has poor image quality



Meeting the Challenges

Axis new generation product platform



Axis new generation product platform

- > Axis introduces new generation video chips (ARTPEC-3 & ARTPEC-B)
- > The video surveillance industry's most advanced single-chip solution
- > Unparalleled image processing power
- > Outstanding CPU and compression performance
 - 5x the video throughput compared to the previous Axis generation



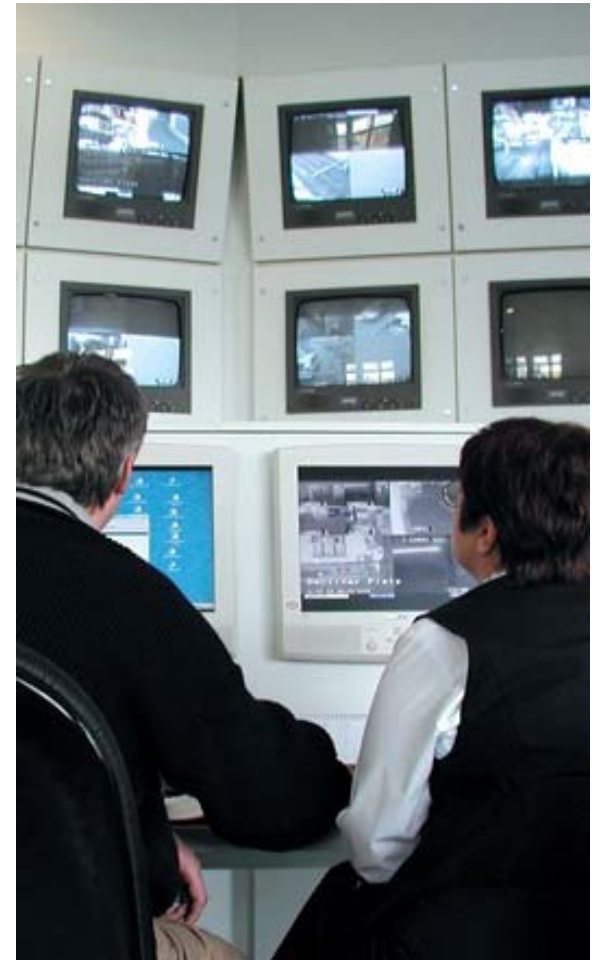
1. Deliver required image quality

- > Image processing power for superior image quality
 - Enabling enhancements such as noise reduction and WDR
- > Significantly increased compression and CPU performance
 - Higher resolutions & frame rates for higher quality video
- > H.264 boosts capacity for megapixel resolution video
- > Multiple streaming enabling individual optimization of video streams



2. Effectively manage large-scale systems

- > Cost-effective systems that are easy to install and scale effortlessly
 - Power over Ethernet reduces cabling
 - Software tools for efficient configuration and management
 - State-of-the-art technology for efficient and secure networks
- > Smarter product design
 - Easier installation
 - Enhanced reliability
 - Active (“local”) storage option with SD card



2. Effectively manage large-scale systems

- > Increased capacity for intelligent video
 - New, open platform for intelligent video
 - Axis and ADP-developed IV modules
- > Intelligent solutions that support the operator
 - Alert about suspicious activity
 - Record only relevant video
 - Ensure all cameras at peak capacity



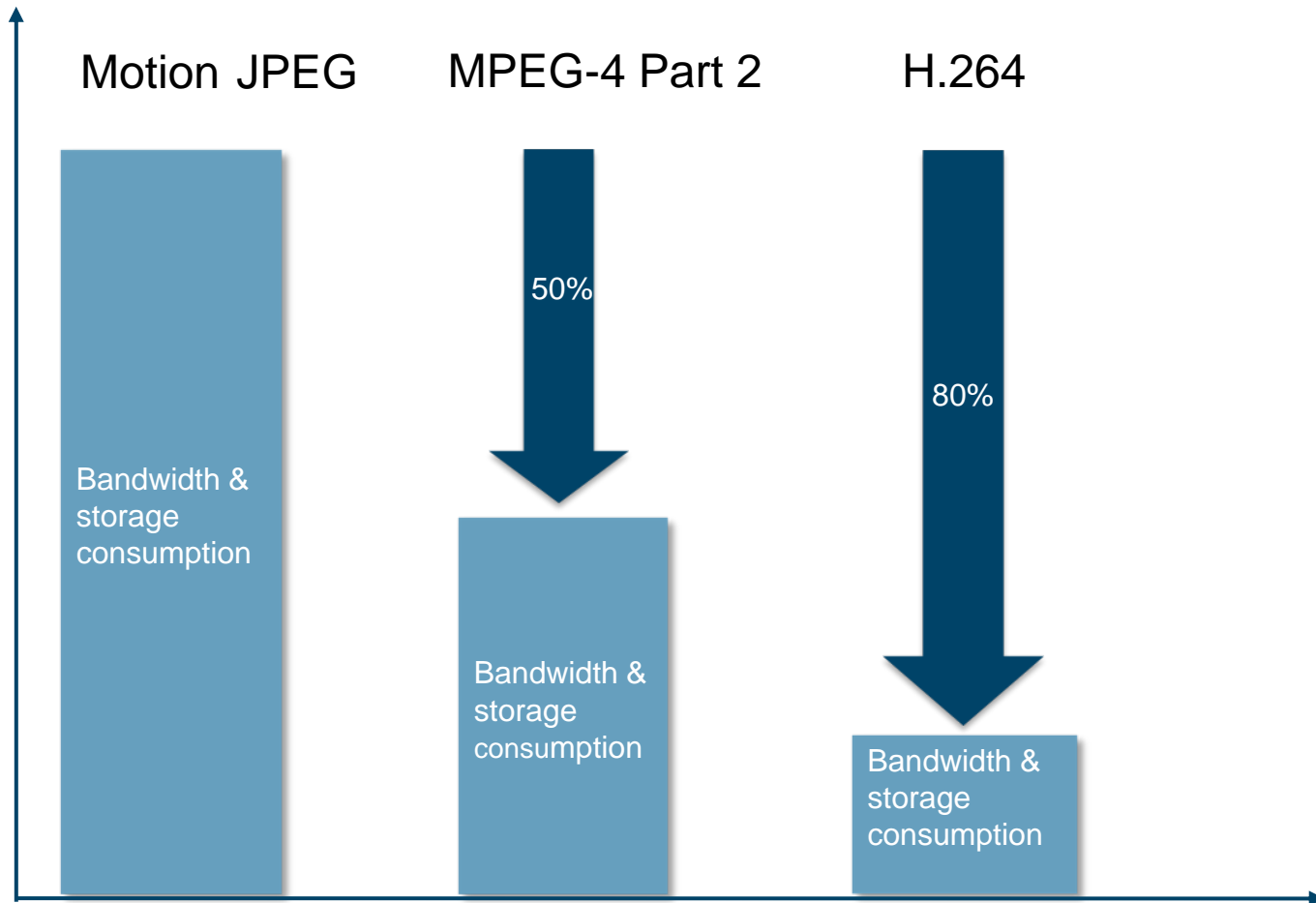
3. Handle storage demand

- > H.264 (MPEG-4 Part 10) for professional network video surveillance
 - H.264 replaces MPEG-4 Part 2
- > H.264 is the first, global video standard shared across all industries
 - Business
 - Video surveillance, telecommunications, broadcasting...
 - Consumer
 - HD-DVD/Blu-ray, iPod, QuickTime, Flash, YouTube, Xbox, PlayStation 3, mobile phones, video cameras...
- > H.264 – ultimately a common video compression platform that is future-proof



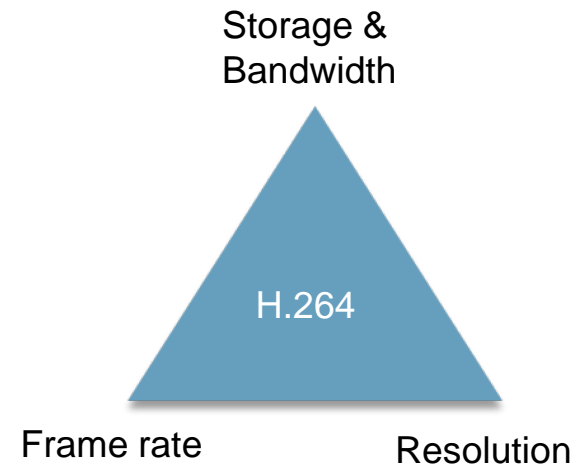
3. Handle storage demand

H.264 compression (example savings)



3. Handle storage demand

- > Choose how to benefit from H.264:
 - > Reduce costs for storage and bandwidth
 - Without compromising frame rate
 - Without compromising image resolution
 - > OR increase frame rate
 - With maintained cost for bandwidth and storage
 - Without compromising image resolution
 - > OR increase image resolution
 - With maintained cost for bandwidth and storage
 - Without compromising frame rate



New Generation Products

Network cameras



AXIS P3301/-V Fixed Dome Network Cameras

- > New generation performance
 - H.264
 - Multiple simultaneous streams with individual configuration
 - Increased capacity for video analytics
- > Improved image quality
 - Adds WDR
- > First models
 - AXIS 216FD/216FD-V based design
 - Progressive scan, VGA, CMOS sensor
 - Same varifocal, DC-iris lens
 - Power over Ethernet
 - Two-way audio
- > **Available Q3, 2008**



AXIS P3301/-V vs. AXIS 216FD/216FD-V

	AXIS P3301/-V	AXIS 216FD/216FD-V
Video compression	H.264 , Motion JPEG	MPEG-4 part 2, Motion JPEG
Max resolution	VGA Option: upscale to 4CIF over API	VGA
Video streaming	Multiple streams in VGA@30 fps, individual configuration, H.264/Motion JPEG	1 stream in VGA@30 fps, MPEG-4/Motion JPEG
Image quality	Improved + WDR	-

AXIS P1311 Network Camera

- > New, robust design with metal casing
- > Superior image quality
 - VGA resolution with progressive scan
- > Multiple H.264 streams as well as Motion JPEG
 - Full frame rate or individually optimized streams
 - MPEG-4 Part 2 for backward compatibility
- > Two-way audio
- > Local storage with optional SD/SDHC card
- > Power over Ethernet support



AXIS P1311 Network Camera

- > Intelligent video capabilities
 - Motion & audio detection
 - Active tampering detection
 - Increased capacity for IV modules
- > Security and network management features, e.g.
 - HTTPS encryption with preserved performance
 - IPv6
 - Quality of Service
- > Application Programming Interface (API) for integration
 - Including VAPIX®
 - Available from www.axis.com
- > **Available Q4, 2008**



AXIS M3011 Fixed Dome Network Camera

- > Ultra-compact and discreet fixed dome
 - 9 cm wide, protruding 3 cm from ceiling
- > VGA progressive scan sensor
- > Multiple H.264 streams as well as Motion JPEG
 - Full frame rate or individually optimized streams
 - MPEG-4 Part 2 for backward compatibility
- > Ingenious design for easy installation in ceilings
 - Mount holder, connect camera module, snap on cover
 - Powered over Ethernet
- > Different color options for cover ring



AXIS M3014 Fixed Dome Network Camera

- > Ultra-compact and discreet fixed dome
- > 1.3 megapixel progressive scan sensor
- > Multiple H.264 streams as well as Motion JPEG
 - 15 frames per second in full resolution or individually optimized streams
- > Ingenious design for easy installation in ceilings
 - Mount holder, connect camera module, snap on cover
 - Powered over Ethernet
- > Different color options for cover ring



AXIS M3011/M3014 Fixed Dome Network Cameras

- > Video motion detection
- > Advanced security and network management
- > Application Programming Interface (API) for integration including VAPIX®
- > Announced at IFSEC
- > **AXIS M3011 available Q4, 2008**
- > **AXIS M3014 available Q1, 2009**



New Generation Products

Video encoders



AXIS Q7401 Video Encoder

- > Small, compact video encoder
- > Full performance with multiple streams
- > Capable of at least three different streams in D1 @ 30fps
- > Supports even more streams in lower resolutions or frame rates
- > Each stream can be Motion JPEG or H.264



AXIS Q7401 Video Encoder

- > Local storage
 - Support for SD/SDHC memory card for recording
- > Power over Ethernet with power feed to camera
- > Enhanced PTZ support
- > Two-way audio (half duplex)
- > Increased capacity for analytics
- > Image settings
 - Contrast, brightness and saturation
- > User access logging
- > **Available Q3, 2008**



AXIS Q7401 vs. related Axis offerings

	AXIS Q7401	AXIS 243SA	AXIS 247S
Video compression	H.264 , Motion JPEG	MPEG-4 part 2, Motion JPEG	MPEG-4 part 2, Motion JPEG
Max resolution	D1 (720x480/576)	4CIF	4CIF
Max frame rate	30/25 fps	30/25 fps	30/25 fps
Video streaming	Multiple streams in D1 @30 fps in different configurations	Simultaneous MPEG-4 and Motion JPEG	Simultaneous MPEG-4 and Motion JPEG
Audio	AAC, G.711 PCM 64 kbit/s, G.726 ADPCM 32 or 24 kbit/s, half duplex, simplex or audio off	G.711 PCM 64 kbit/s, G.726 ADPCM 32 or 24 kbit/s, full duplex, half duplex, simplex or audio off	One-way audio AAC LC 8-32 kbit/s G.711 PCM 64kbit/s G.726 ADPCM 32 or 24 kbit/s Simplex or audio off
Power over Ethernet	Yes (with camera feed)	No	Yes (with camera feed)
PTZ control	RS-485/RS-422	RS-485/RS-232	No
Local storage	Yes (SD card)	No	No

AXIS Q7406 video encoder blade

- > Highest density blade so far from Axis
 - 6 channels!
- > Full performance with multiple streams
- > Capable of at least three different streams in D1 @ 30fps
- > Supports even more streams in lower resolutions or frame rates
- > Each stream can be Motion JPEG or H.264



AXIS Q7406 video encoder blade

- > Enhanced PTZ support (rack dependant)
- > Increased capacity for analytics
- > Image settings
 - Contrast, brightness and saturation
- > User access logging
- > Compatible with the existing AXIS 291 1U Rack and the new AXIS Q7900 Rack
- > **Available Q3, 2008**



AXIS Q7406 vs. related Axis offerings
















	AXIS Q7406 Blade	AXIS 243Q Blade
Video compression	H.264 , Motion JPEG	MPEG-4 part 2, Motion JPEG
Max resolution	D1 (720x480/576)	4CIF
Max frame rate	30/25 fps	30/25 fps
Number of channels	6	4
Video streaming	Multiple streams in D1 @30 fps in different configurations	Simultaneous MPEG-4 and Motion JPEG
Audio	No	No
PTZ control	Rack dependant	Rack dependant

AXIS Q7900 Rack

- > Can hold up to 14 blades
- > Two integrated, replaceable, redundant power supplies
- > Replaceable fan cassettes
- > Providing high density: 84 channels with 6 channel video server blades
- > Compatible with all blades sold by Axis today including AXIS 243Q
- > Four Gigabit Ethernet ports – optionally use only 1 port or all 4 ports
- > **Available Q3, 2008**



Compatibility chart

Compatibility	2400+ 2401+ 250S*	AXIS 240Q	AXIS 241Q/S	AXIS 243Q	AXIS Q7406
AXIS Rack Solution					
AXIS 291 1U					
AXIS Q7900 Rack					

*AXIS 2400+, AXIS 2401+ and AXIS 250S are discontinued products

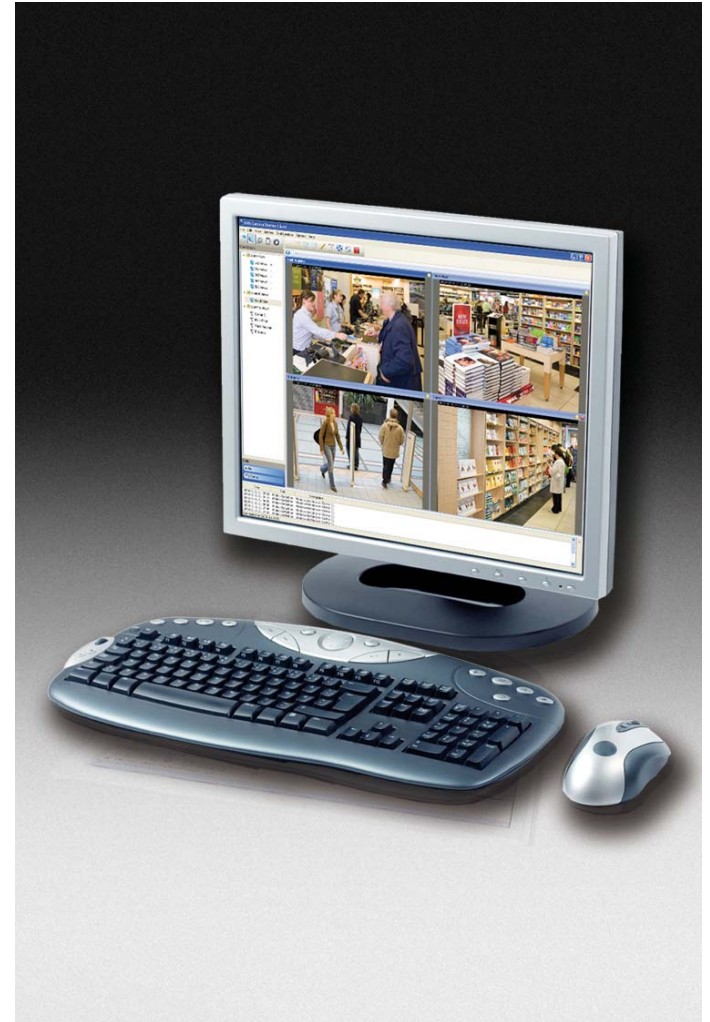
New Generation Products

Video Management Software



AXIS Camera Station 3.0

- > Comprehensive video management software for monitoring, recording, playback and event management
- > Up to 50 cameras
- > Scheduled and event-driven recording
- > Recording search
- > Easy installation
- > Intuitive handling
- > Control of PTZ and dome cameras
- > Remote viewing and control
- > **Available April, 2008**



Questions & Answers

Thank you!

