



december 13, 2016

# Introductions to Solutions

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A little bit about AXIS



Axis Vision

# Innovating for a smarter, safer world.

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**AXIS<sup>®</sup>**  
COMMUNICATIONS

The market leader in network video

**Employees\*\***  
**2577**

**Total sales\***  
SEK **6.6** billion USD **794** million

**1984** – founded  
as IT company

A global network with  
**80,000** partners

Presence in more  
than **50** countries

\*Full-year 2015 \*\*Q3 2016

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## Regional development Q3, 2016



**Americas**  
**54%**  
of sales

- > Total sales of SEK 1,069 M (1,085)
- > Growth of -1%
- > Local growth of -1%



**EMEA**  
**34%**  
of sales

- > Total sales of SEK 671 M (602)
- > Growth of 11%
- > Local growth of 12%



**Asia**  
**13%**  
of sales

- > Total sales of SEK 257 M (219)
- > Growth of 18%
- > Local growth of 14%



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## Axis regional update

### Market share in revenues for security camera, security network camera and video encoder

#### Americas

- > # 1 in all categories\*\*
- > 52 percent of sales\*

#### EMEA

- > # 1 in all categories\*\*
- > 37 percent of sales\*

#### Asia (excluding China)

- > # 1 in video encoders\*\*
- > # 3 in network security cameras\*\*
- > # 6 in security cameras\*\*
- > 11 percent of sales\*

\*Axis sales 2015

\*\*Results based on IHS Technology Video Surveillance Intelligence Service, 2016. Results are not an endorsement of Axis Communications. Any reliance on these results is at the third party's own risk. Visit [www.technology.ihs.com](http://www.technology.ihs.com) for more details.

Source: IHS Video Surveillance Intelligence Service, 2016

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**The market's broadest portfolio**



Fixed cameras



Thermal cameras



Encoders/  
decoders

Fixed dome  
cameras



Onboard  
cameras



Software &  
recording



PTZ cameras



Accessories



Physical  
access control

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## Solutions Introduction



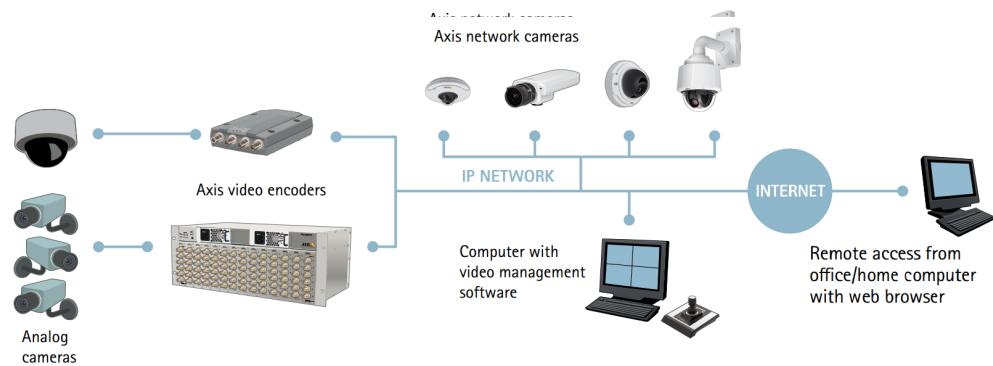
**A solution has a clear value and solves a target group's needs by providing a validated combination of products and solutions**

### Are these solutions?

- > LPR
- > Facial recognition
- > Motion detection
- > Cross-Line detection
- > Health monitoring
- > Loitering detection
- > Certificate Management



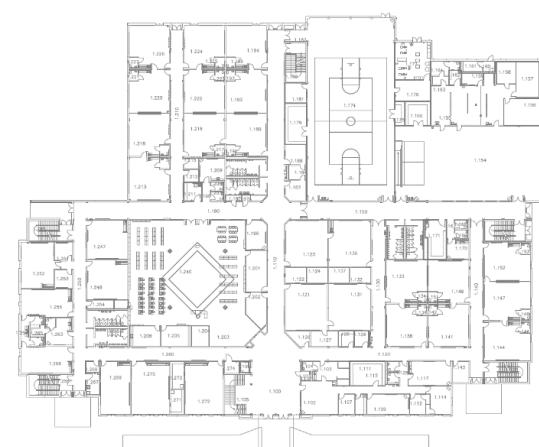
## Key Components to Solutions



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## One Approach to School Design-Product Centric



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## School Design

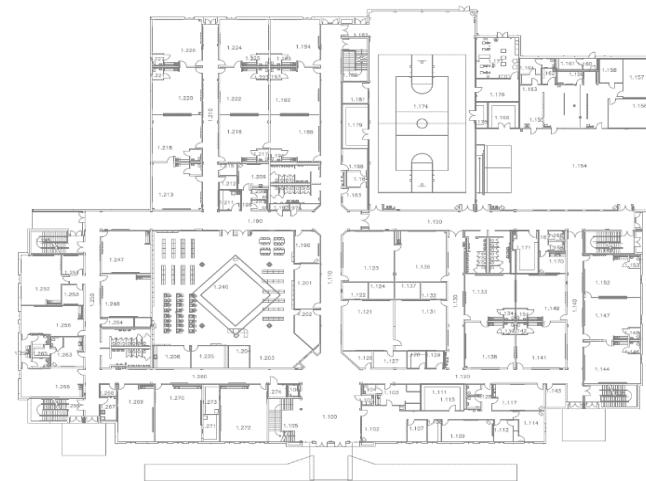
- > Using experience and intuition to anticipate needs.



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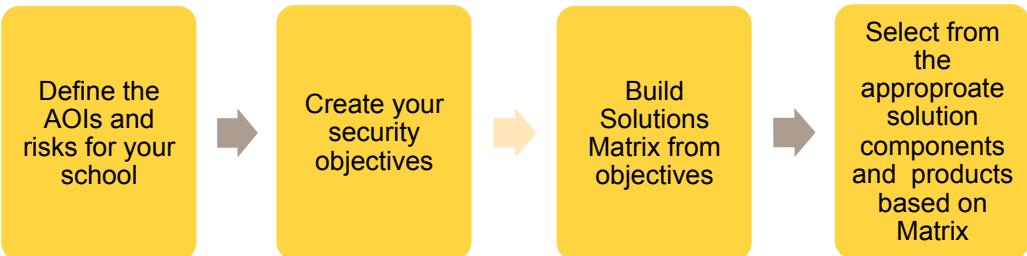
## Another Approach to System and Solution Design



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## More Systematic- A School Example



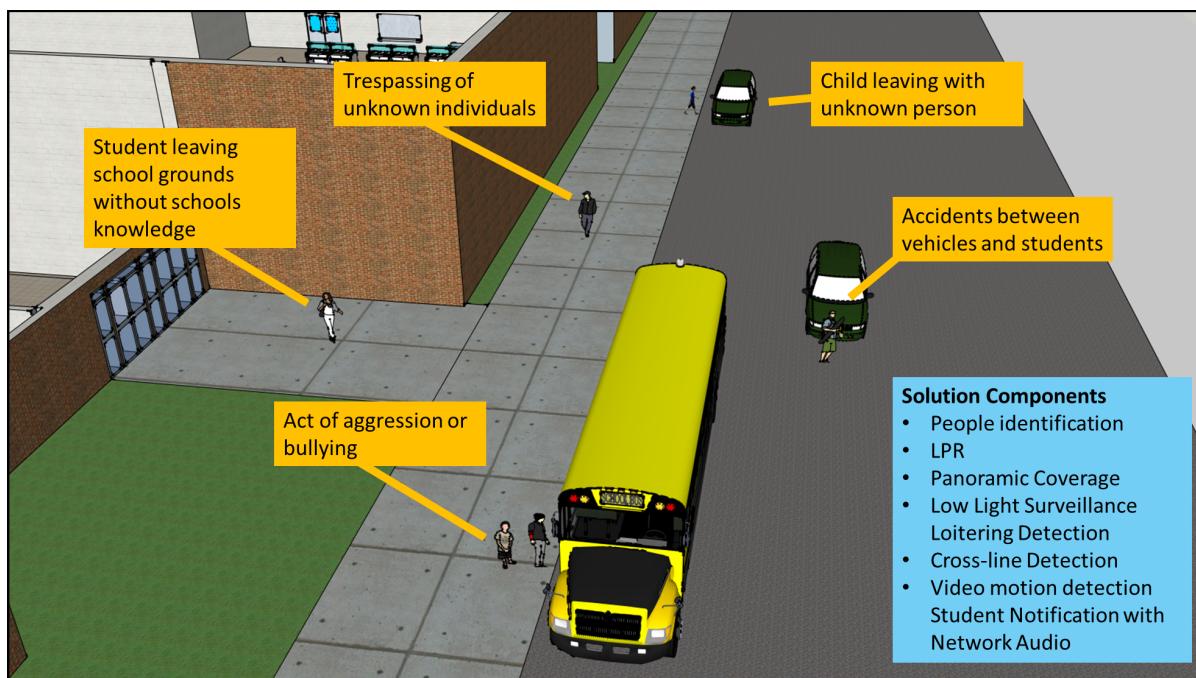
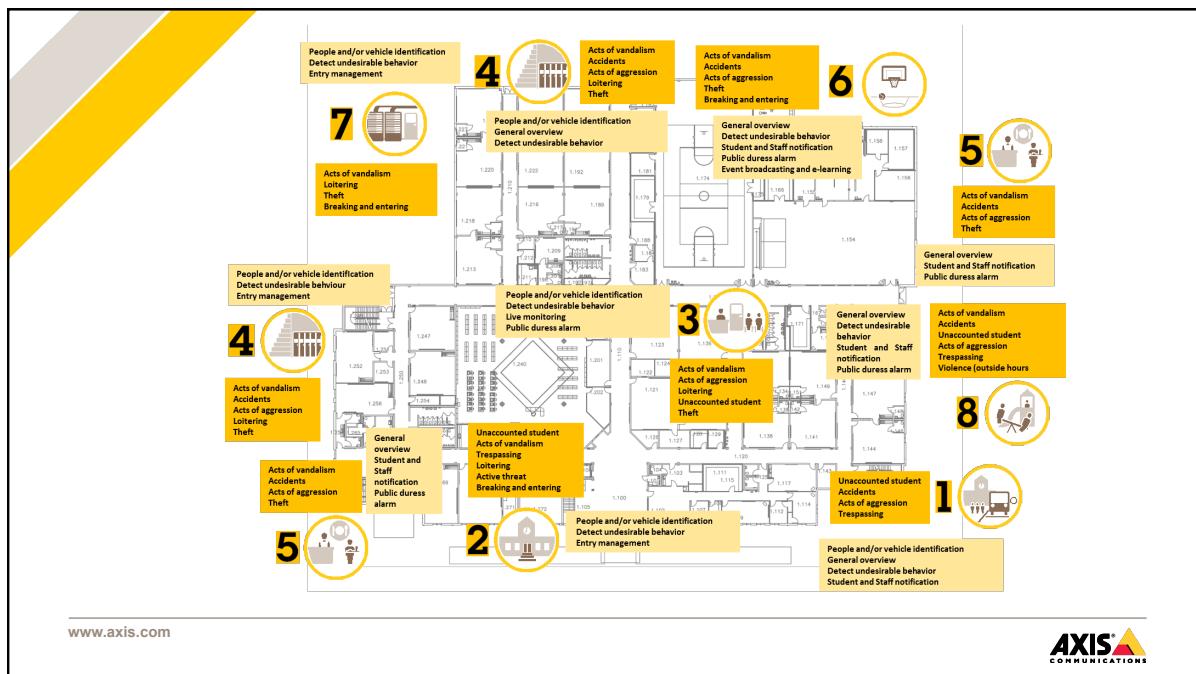
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Areas of Interest (AOIs)	Security Objectives
 Student pick up and drop off	Broad area video coverage; real time remote situational awareness from any internet device; high resolution video images for people/vehicle identification day or night, in any weather condition; audible warnings/notification to intruders, staff or students
 Exterior bathrooms	Active alerts when doors are left open sent to central office/VMS; high resolution video images for people identification; automatic detection of undesirable behavior or unauthorized presence with real-time alerts to staff or law enforcement; audible warnings/notification to intruders, staff or students
 School entrances and exits	Active alerts when doors are left open sent to central office/VMS; high resolution video images for people identification; automatic detection of undesirable behavior or unauthorized presence with real-time alerts to staff or law enforcement; audible warnings/notification to intruders, staff or students
 Front lobby, entrance and reception	Front entrance video surveillance for doors left open; High resolution video images for live monitoring and people identification; visitor management; detection of motion during non school hours; audible warnings/notification to students and staff
 Corridors and stairwells	Panoramic video coverage optimized to extend length of corridors/stairwells; high resolution video images for people identification; automatic detection of undesirable behaviour, unauthorized or extended presence; audible warnings/notification to students and staff
 Classrooms and laboratories	Panoramic video coverage; automatic detection of undesirable behavior or unauthorized presence with real-time alerts to staff or law enforcement; audible warnings/notification to intruders, staff or students; Beyond security, video broadcasting offers educational opportunities for remote e-learning
 Common areas and cafeterias	Broad area video coverage; high resolution video images for people identification; automatic detection of undesirable behavior or unauthorized presence; public duress alarm with video integration providing real-time situational awareness to law enforcement; audible warnings/notification to students and staff
 Gymnasium and auditoriums	Broad area video coverage; controlled door entry with active alerts for doors left open; automatic detection of undesirable behavior or unauthorized presence; public duress alarm with video integration providing real-time situational awareness to law enforcement; audible warnings/notification to students and staff
 Restricted areas	Restricted/controlled door entry with active alerts for doors left open; video coverage optimized for e.g. long rows in server rooms; high resolution video images for people identification; automatic detection of undesirable behavior or unauthorized presence;
 Playgrounds and parking lots	Broad area video coverage; real time remote situational awareness from any internet device; high resolution video images for people/vehicle identification day or night, in any weather condition; public duress alarm with video integration providing real-time situational awareness to law enforcement; undesirable behavior or unauthorized presence with real-time alerts to staff or law enforcement; audible warnings/notification to intruders, staff or students

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## Loitering Protection

### Recommended Axis products

Fixed dome      Fixed camera      Network horn speaker      Application

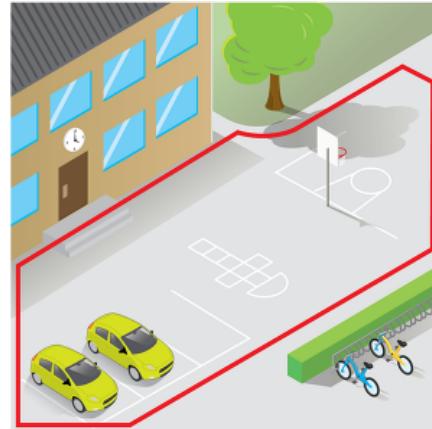
AXIS P3225-LVE

AXIS P1435-E

AXIS C3003-E



AXIS  
Loitering Guard



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## Video Motion Detection



### Recommended Axis products

Fixed dome      Fixed camera      Network horn speaker      Application

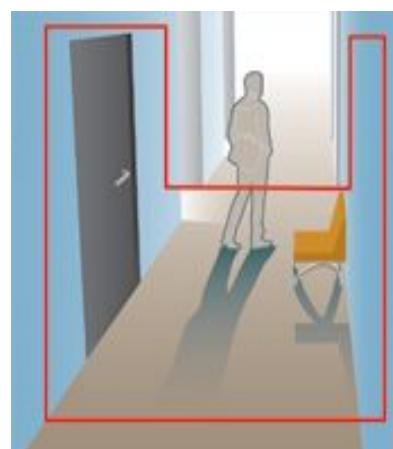
AXIS P3225-LVE

AXIS P1435-E

AXIS C3003-E



Video Motion  
Detection  
(VMD)



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## Door Monitoring



Recommended Axis products			
Fixed Camera AXIS M3045	PTZ Camera AXIS P5624-E MKII	Network I/O AXIS P8221 Network I/O Audio Module	Network horn speaker AXIS C3003-E



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## Solutions Don't Have to be About Security!

- > Health Monitoring
- > Bar Code Reading
- > Age and Gender Analytics
- > Queue Monitoring
- > Whatever else you can think up....



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## A Quick and Dirty Example

AXIS Camera Health Monitor A system that monitors the health of cameras via a Sparkfun Thing!

Manage Export to Analog.io

JSON CSV MySQL PostgreSQL Atom TAGS

98% (48.74 of 50 MB) remaining

camera	ip	status	time	timestamp
AXIS M5014	192.168.1.13	Network Disruption	34996	2016-10-18T18:04:01.147Z

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## Solutions Design in Closing

- > Define the problem you are trying to solve!
- > Take a systematic approach and describe the background information to help drive the solution.
- > Define your objectives and design your solution around these.
- > Solutions don't have to be about security...
- > Be creative!



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