

Welcome to Axis Communications. ■

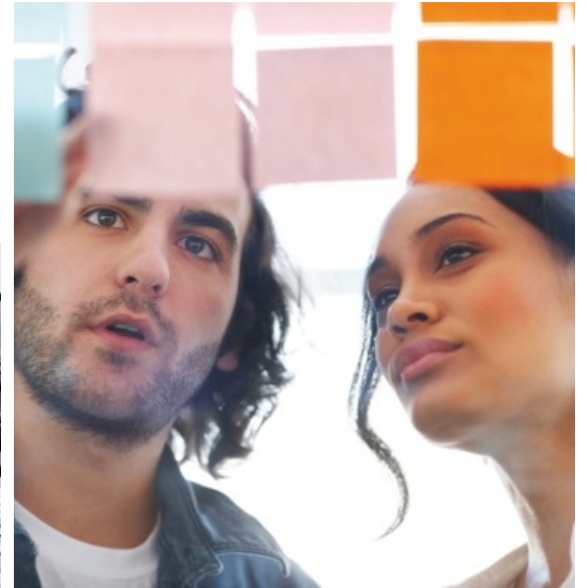
Jimmy Ek, Nordic Sales Manager

Axis strategy – Smart, innovative products & solutions



Exploring new areas
in physical security

Best quality products
& total solutions



Smart & innovative

Axis – continuously driving innovation

1996

World's first network camera



1998

World's first video encoder



1999

World's first network video chip



2004

First MPEG-4 and Motion JPEG compression camera



2008

First H.264 compression standard for network camera



2009

First network cameras with HDTV, and with remote focus & zoom functions



2010

First thermal network camera



2011

Lightfinder technology



2012

Unique high-performance WDR camera



2012

First network camera with active cooling



2013

Physical Access Control



2015

Zipstream technology & Sharpdome technology



2015

Open standard network loudspeaker & Open IP-based door station



2016

Pan, Tilt, Roll, Zoom (PTRZ) technology & laser focus technology



The market leader in network video

Employees**

2646

Total sales*

SEK 74 billion USD 869 million

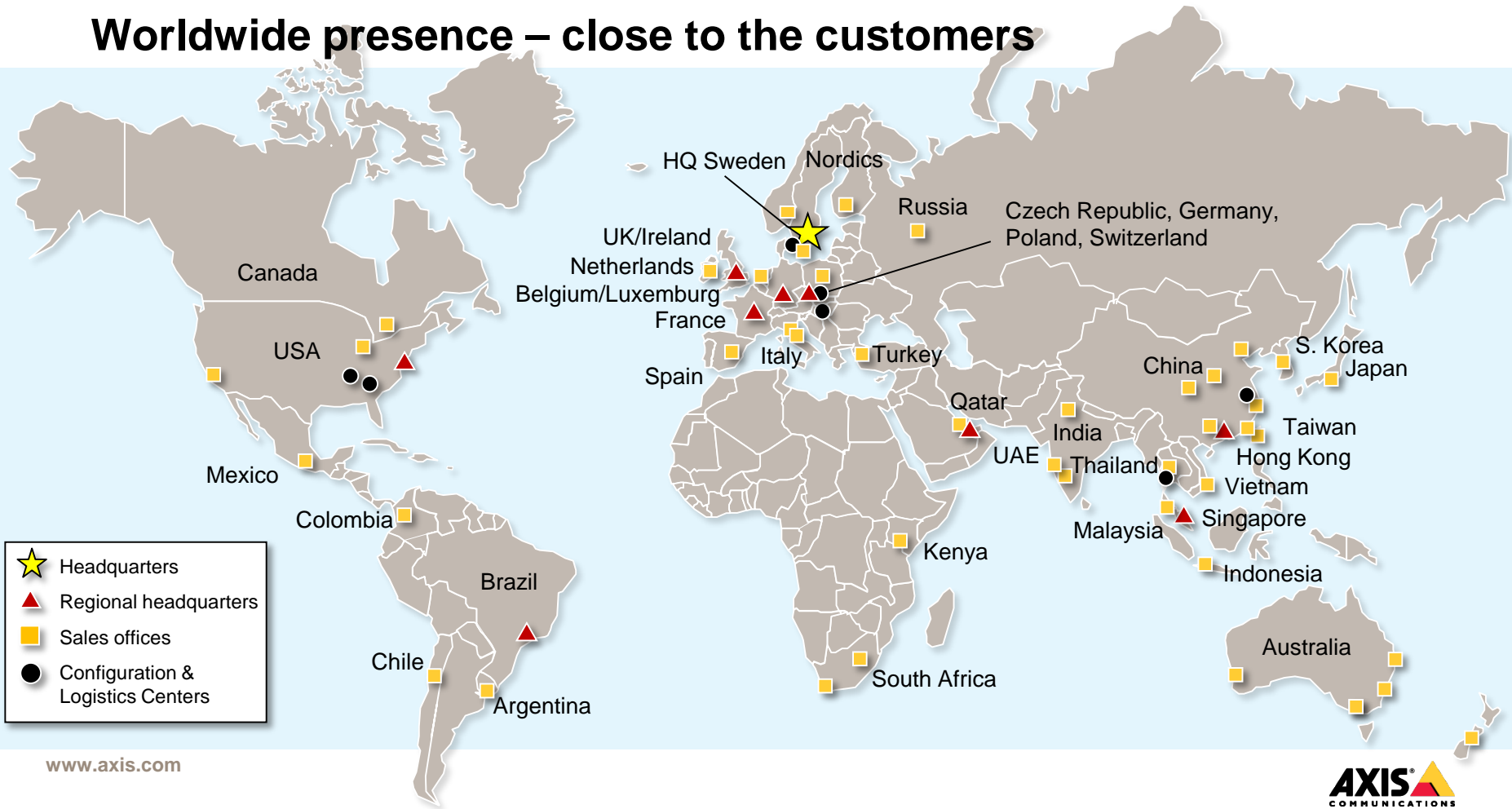
1984 – founded
as IT company

A global network with
90,000 partners

Presence in more
than **50** countries

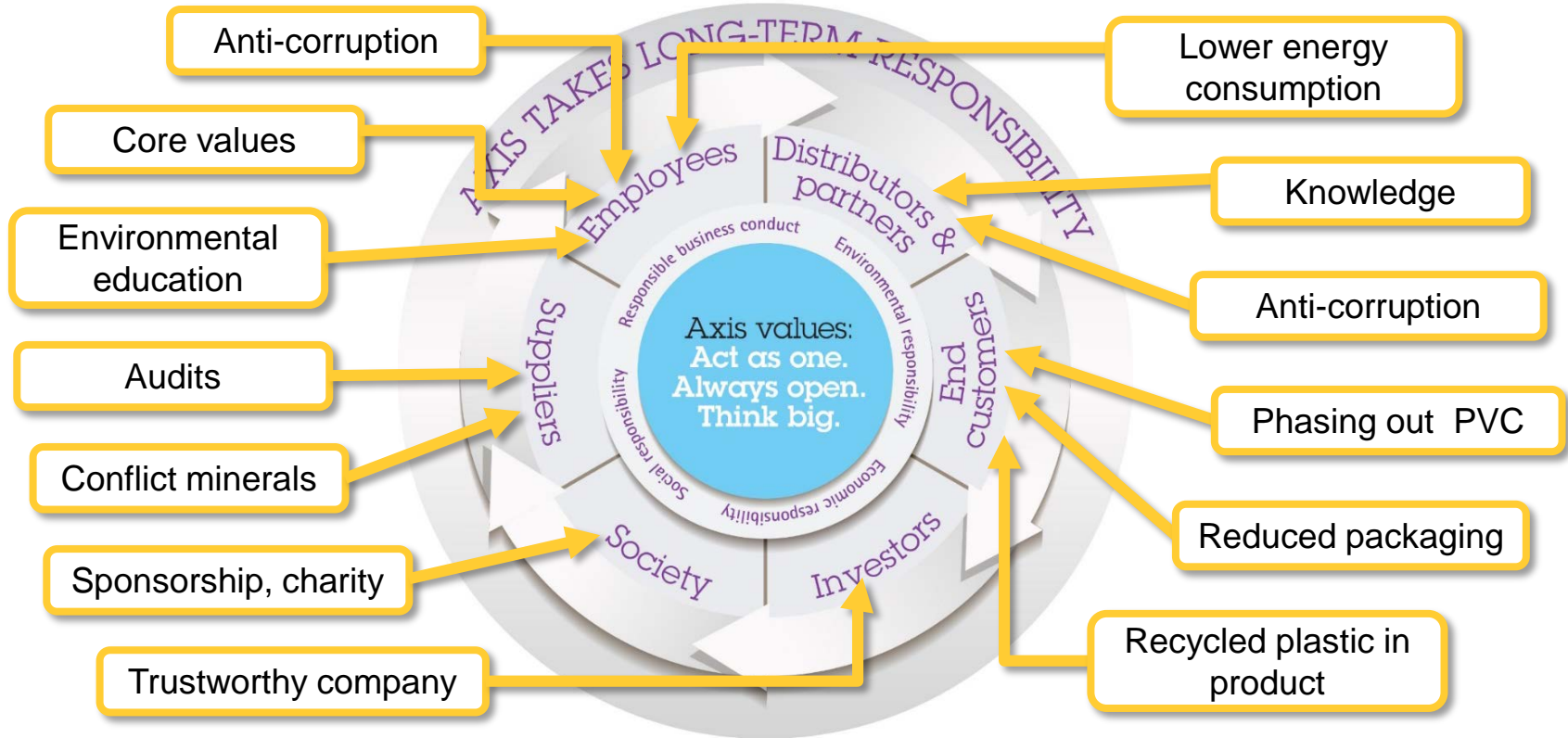
*Full-year 2016 **Q4 2016

Worldwide presence – close to the customers



- ★ Headquarters
- ▲ Regional headquarters
- Sales offices
- Configuration & Logistics Centers

Sustainability ...throughout the entire value chain



Our customer segments

Exceptional solutions for different needs



Proven solutions in the areas of

- > Banking and finance
- > Safe Cities
- > Commercial
- > Critical infrastructure
- > Education
- > Government
- > Healthcare
- > Industrial
- > Retail
- > Transportation

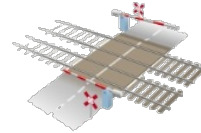
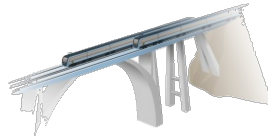
A New Level of Public Transport Security

The right decision for every incident

Security – how it often looks today



Stations & terminals



Infrastructure

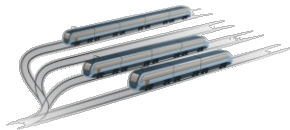


Security handled locally

Security centers at major stations

Surveillance cameras used for continuous recording

Recorded video used forensically for investigations



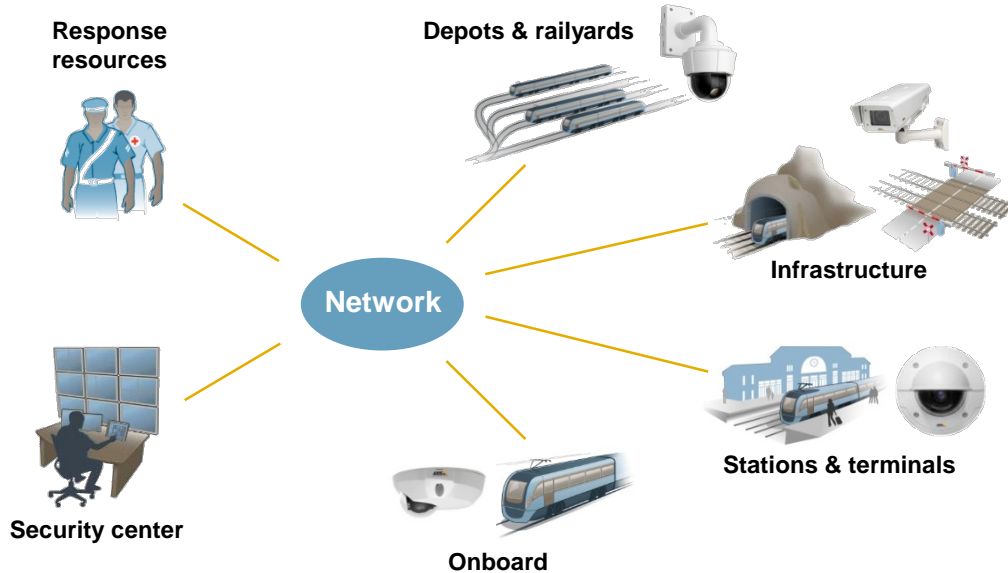
Depots & railyards



Trains & buses



A vision: Central surveillance in real time



Security center connected to every node of the transit system

Live network video from every node – even wirelessly from rolling stock

Live and recorded video easily shared with first responders

Integrates with other systems

Quick incident detection



Detect

Analyse

Respond

Investigate

Incident detection support!

Automatic alerts

- Track access
- Tunnel trespassing
- Activity after hours
- Camera tampering

Live video

- In surveillance center
- To authorized persons/authorities



Efficient evaluation and prioritization



Detect

Analyse

Respond

Investigate

Incident clarity!

Real-time video analysis

- What is going on?
- Where is it happening?
- How many persons are involved?
- How urgent?
- How does the scene develop?



Appropriate response



Detect

Analyse

Respond

Investigate

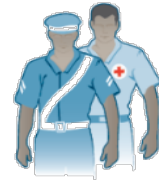
Network video to all stakeholders!

Assessment

- What resources?
- How many and in what way?

Preparations

- Live video to authorized resources & stakeholders
- What to expect at the scene



Efficient investigation



Valid evidence!

HDTV quality

- Captures details of persons and objects
- Positive identification
- Valid proof
- Evidence in court



Trends in the Market

The security market drivers



**“Investments
in infrastructure”**



“Increased security needs”



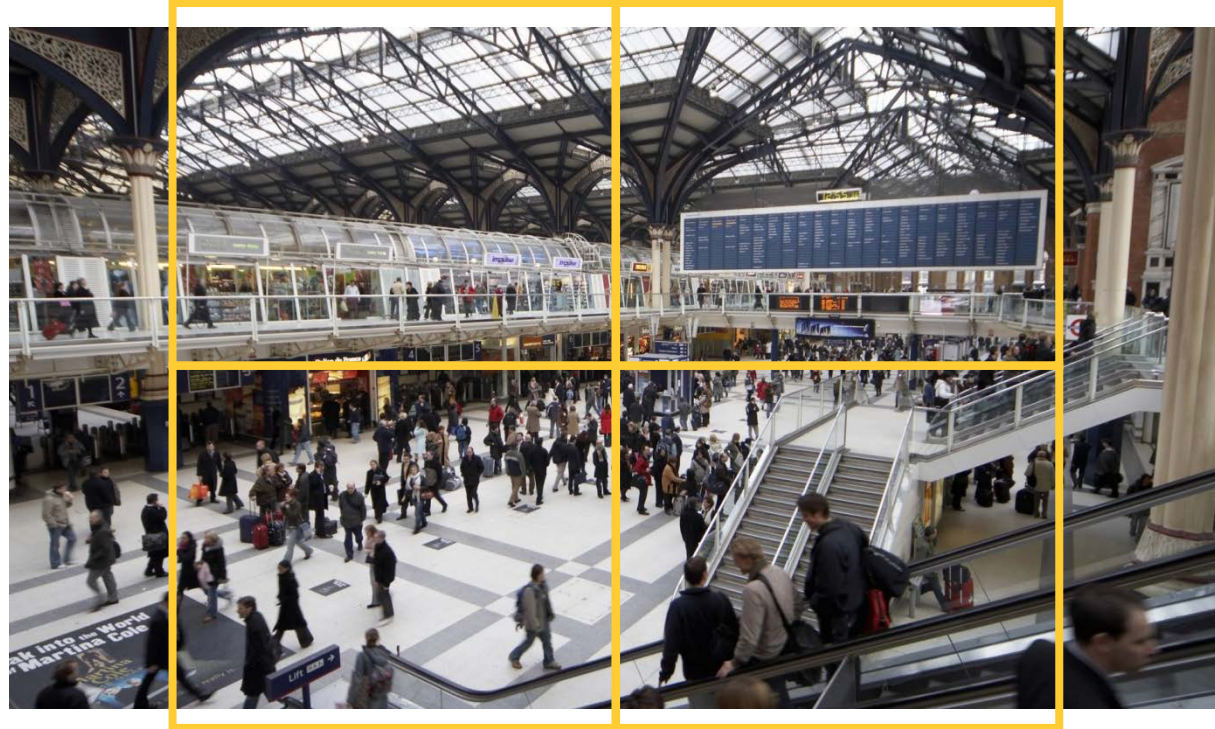
“Laws and regulations”

The security market drivers



Higher resolutions

- > Higher level of details
 - HDTV, 4K and multi megapixel
- > Less cameras needed
- > Exceptional HDTV video quality, also with zoom
- > Built-in image improvement capabilities



More video, less storage

- > Axis' Zipstream technology
- > Reduce storage and bandwidth by an average 50% or more
 - Optimized for video surveillance
 - Fully compatible with H.264
 - Ready for H.265
 - Keep the essence



Camera intelligence

Axis network video →

Automatic alerts and analytics

- > Motion detection
- > Cross-line detection
- > Virtual fence
- > Tampering alarm
- > People counting

Axis' products are open for 3rd party downloadable analytics applications.



IoT- Safer and Smarter World



New Business Products

- > Network
- > Health check
- > Integration
- > Analytics



Cybersecurity

Security
management

Vulnerability
management

Learning and
collaboration

