

# Soluciones para Vídeo en Red

## **AXIS COMMUNICATIONS**

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# This is Axis

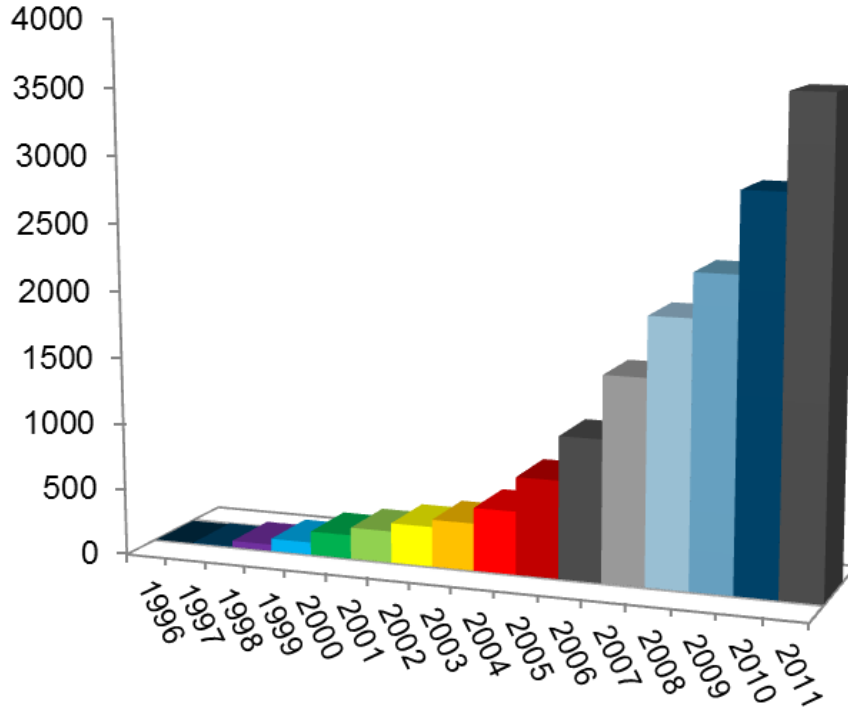
- > Founded in 1984
- > IT company driving the shift towards digital video surveillance products
- > Global partnerships through distributors, resellers and system integrators
- > Offering the market's broadest portfolio of network video products
- > Focused on Network Video Solutions
- > Worldwide presence in 39 countries, 1265 employees\*
- > Listed on NASDAQ OMX, under the ticker AXIS

\*June 30, 2012

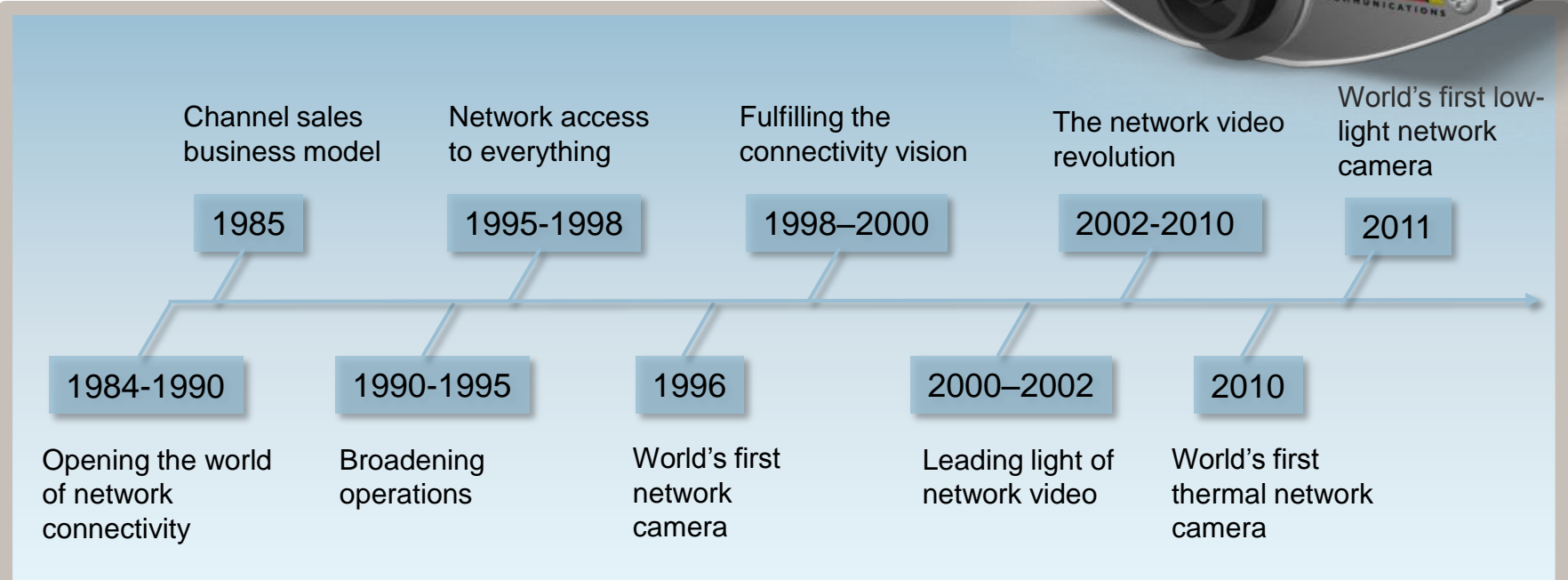
[www.axis.com](http://www.axis.com)



# Axis video sales 1996-2011



# Axis milestones



Axis' vision since 1984: Everything can communicate over intelligent networks

# Axis presence worldwide



# Business model



**Distributors**

**Resellers**

**System integrators**

**End customers**

# El mayor portafolio de producto del mercado

## Fixed

AXIS M1011/-W	AXIS M1054	AXIS P1204	AXIS P1347/-E
AXIS M1013	AXIS M1103	AXIS P1214/-E	AXIS 221
AXIS M1014	AXIS M1104	AXIS P1343/-E	AXIS Q1602/-E
AXIS M1031-W	AXIS M1113/-E	AXIS P1344/-E	AXIS Q1604/-E
AXIS M1033/34-W	AXIS M1114/-E	AXIS P1346/-E	AXIS Q1755/-E



## Fixed domes

AXIS M3004-V	AXIS M3204/-V	AXIS M3114-VE	AXIS P3354
AXIS M3005-V	AXIS M3113-R	AXIS P3301/-V	AXIS P3363-V/-VE
AXIS M3011	AXIS M3113-VE	AXIS P3304/-V	AXIS P3364-V/-VE
AXIS M3014	AXIS M3114-R	AXIS P3353	AXIS P3346-V/-VE
AXIS M3203/-V			AXIS P3367-V/-VE



## Encoders/decoders

AXIS 243SA	AXIS P7210	AXIS Q7401	AXIS 243Q Blade
AXIS M7001	AXIS P7214	AXIS Q7404	AXIS Q7900 Rack
AXIS M7010	AXIS P7224	AXIS Q7406 Blade	AXIS 3U Rack Solution
AXIS M7014		AXIS Q7414 Blade	AXIS 291 1U Rack
		AXIS Q7424-R	AXIS P7701



## Accessories



## PTZ/ PTZ domes

AXIS 212 PTZ/-V	AXIS P5512/-E	AXIS Q6032/-E/-C
AXIS 214 PTZ	AXIS P5522/-E	AXIS Q6034/-E/-C
AXIS 233D	AXIS P5532/-E	AXIS Q6035/-E/-C
AXIS M5013	AXIS P5534/-E	
AXIS M5014	AXIS P5544	



## Covert cameras

AXIS P8513	AXIS P8514
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## Thermal

AXIS Q1910-E	AXIS Q1922
AXIS Q1910	AXIS Q1922-E
AXIS Q1921-E	
AXIS Q1921	



## Software & recording

AXIS Camera Companion	AXIS Q8108-R NVR
AXIS Camera Station	
AXIS Video Hosting System	
ADP > 800 partners	
AXIS Camera Management	
AXIS Mobile Monitor	



# AXIS M10 Series – Camaras fijas de interior

AXIS M1011-W

AXIS M1013

AXIS M1014

AXIS M1033-W

AXIS M1034-W

AXIS M1054

VGA  
Wireless



SVGA  
MicroSD/  
MicroSDHC



1 MP  
HDTV 720p  
MicroSD/  
MicroSDHC



HDTV  
NETWORK VIDEO

SVGA  
Wireless



1 MP  
HDTV 720p  
Wireless



HDTV  
NETWORK VIDEO

1 MP  
HDTV 720p  
PoE



HDTV  
NETWORK VIDEO

New  
2012

New  
2012

New  
2012

New  
2012



# AXIS M1013 and AXIS M1014 Network Cameras

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- > Edge storage
  - MicroSD/MicroSDHC memory card slot for local storage
  - Support for recording to a network share (NAS or file server)
- > AXIS Camera Companion



*AXIS Video Hosting System*

# AXIS M11-L Network Cameras



*Camaras compactas y asequibles con iliminador IR integrado*

- >Focos IR altamente eficaces y de larga vida util, cubre hasta 15 metros (50ft.)
- >Perfecto para tiendas, restaurantes, hoteles y oficinas donde se necesita vigilancia de dia y de noche

# AXIS M11-L Series – Vigilancia flexible de día y de noche

**AXIS M1143-L**  
SVGA  
Varifocal, DC-iris  
IR illumination  
MicroSD/MicroSDHC  
I/O support



**AXIS M1144-L**  
1 MP, HDTV 720p  
Varifocal, DC-iris  
IR illumination  
MicroSD/MicroSDHC  
I/O support

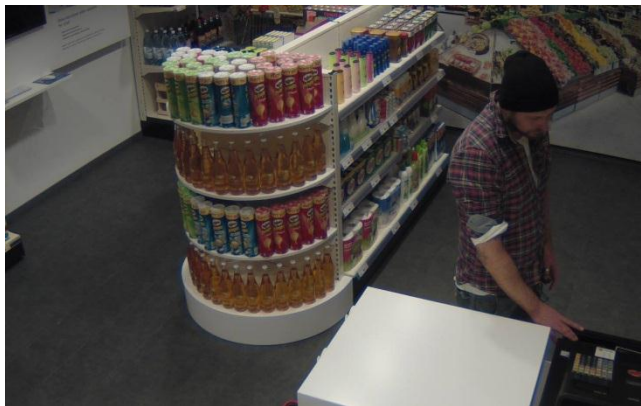


*AXIS Video Hosting System*

# Detección 24/7 en alta resolución, asequible



**AXIS M1144-L Network Camera en modo noche usando los IR LEDs integrados**

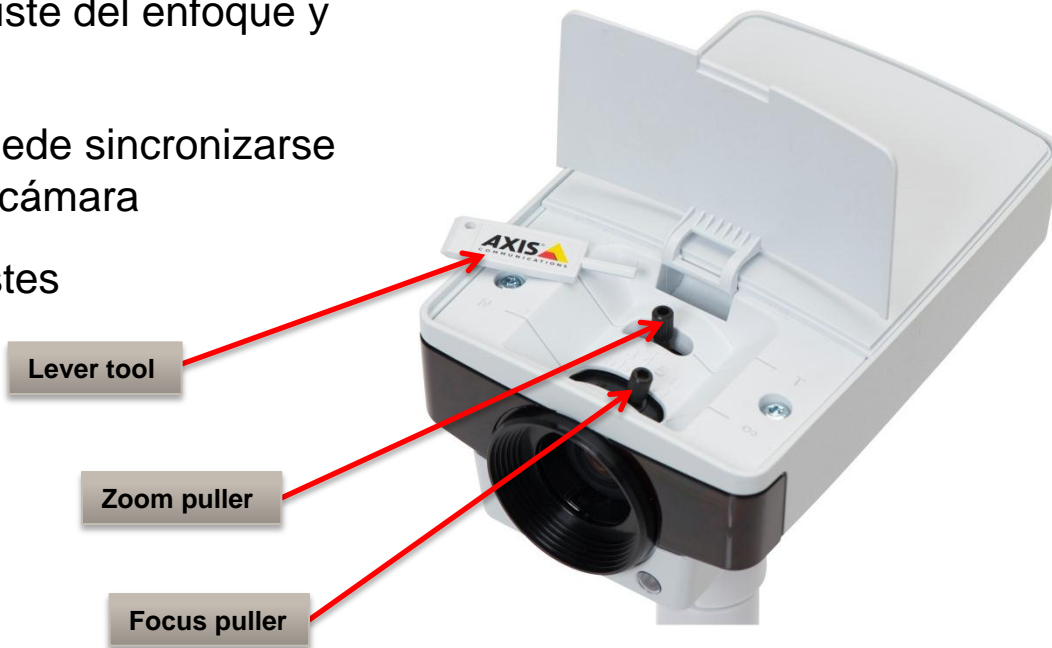


**AXIS M1144-L Network Camera de día**



# Ajuste flexible de la imagen y el enfoque

- > Herramienta incluida para ajuste del enfoque y profundidad de campo
- > Iluminación IR illumination puede sincronizarse con el campo de visión de la cámara
- > Tapa protectora para los ajustes



# AXIS P12 Network Camera Serie



*Camaras HDTV miniatura para una vigilancia excepcionalmente discreta*

- >Diseño funcional y extremadamente discreto
- >Donde hay restricción de espacio o se requiere una instalación oculta
- >Perfecta para bancos, comercio, hoteles, etc

## AXIS P12 Network Camera Series – diseño único

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- > Sensor con optica pequeño y aparte
- > Unidad central con toda la electrónica
- > Varios accesorios de montaje
  
- > **Coloque la unidad del sensor donde lo necesite, y la unidad central al alcance**
  - El sensor y la unidad central pueden montarse separadas hasta 8 metros (26ft.)



# AXIS P12 Network Camera Series

## > AXIS P1204

- HDTV 720p
- Uso interior



## > AXIS P1214

- HDTV 720p
- Uso interior



## > AXIS P1214-E

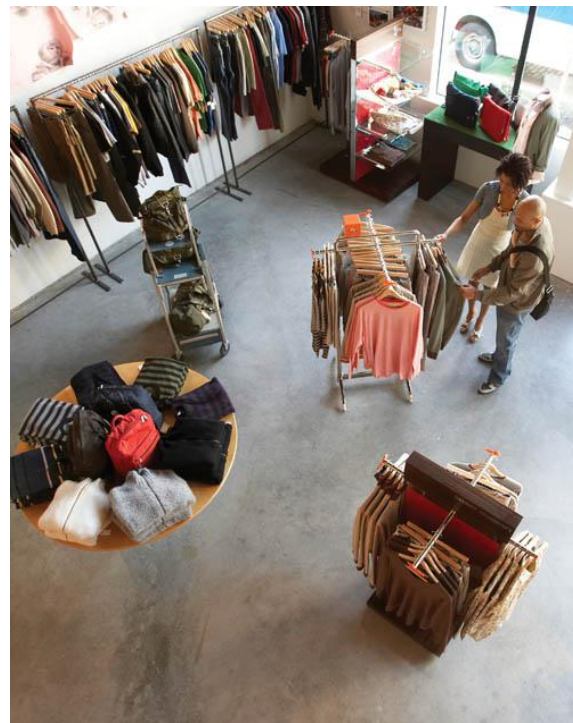
- HDTV 720p
- IP66-rated
- Uso interior / exterior



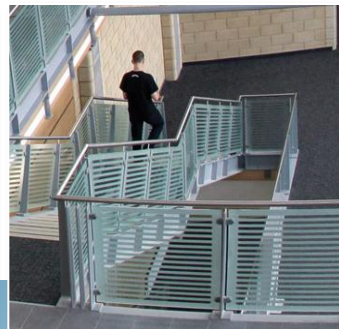


# Calidad de imagen – características comunes

- > HDTV 720p
- > Resolución 1280x720
- > Iris fijo, foco fijo
- > Formato panoramico 16:9
- > Máxima velocidad de imagen (25/30 fps)
- > Compresión H.264
- > Scan progresivo
- > Compensación backlight



# La nueva serie de cámaras AXIS M30



## *Minidomos fijos con resolución HDTV*

- > Discretos, diseño inteligente*
- > Interesantes para clientes con presupuesto ajustado como tiendas de retail, hoteles, colegios, sucursales bancarias, oficinas, residencial, etc*

# De un vistazo – Las nuevas series M30

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- > Minidomos de interior económicos para una vigilancia HDTV
- > Ultra-compactos, diseño resistente a la suciedad y el vandalismo
- > Calidad de video de alta resolución:  
**AXIS M3004-V con 1 MP/HDTV 720p,**  
**AXIS M3005-V con 2 MP/HDTV 1080p**
- > Montaje rápido y fácil en pared o techo
- > AXIS Camera Application Platform para analíticas básicas
- > Ranura para tarjetas microSDHC y software de gestión de video AXIS Camera Companion



## AXIS M30 Series – dos modelos

### > **AXIS M3004-V**

- 1 MP/HDTV 720p
- Angulo de visión horizontal 80°
- Montaje en pared y techo



### > **AXIS M3005-V**

- 2 MP/HDTV 1080p
- Angulo de visión horizontal 118°
- Montaje en pared y techo



# Beneficios – Diseño discreto, con video en alta resolución

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## > Diseño ultra compacto

- Tamaño de una mano (10 cm x 5 cm / 4 in. x 2 in.)
- Resistente a la suciedad y el vandalismo.
- Permite ajuste del angulo en los 3 ejes.
- No necesita enfoque, viene de fábrica.
- PoE. Cámara equipada con 2 mts de cable.

## > Calidad de video HDTV

- H.264 Main Profile / Motion JPEG a máxima velocidad

## > Video analisis

- Detección de movimiento, alarma antimanipulación, conteo de personas, etc.



# AXIS P33 Series – Adding AXIS P3384-V/-VE Network Cameras



**Fixed domes for any environment with remote zoom and focus**

- > Adding AXIS P3384-V/-VE for areas with strong variations in light, such as entrances, close to large windows and in tunnel passages

# AXIS P33 Series – Models for any environments



## Streamlined indoor

**AXIS P3353:** SVGA, Lightfinder

**AXIS P3354:** 1 MP, Lightfinder

New  
2012



## Indoor with audio and I/O ports

**AXIS P3363-V:** SVGA , Lightfinder

**AXIS P3364-V:** 1 MP, Lightfinder

**AXIS P3384-V:** 1 MP, WDR –  
dynamic capture, Lightfinder

New  
2012

**AXIS P3346/-V:** 3 MP, multi-view DPTZ

**AXIS P3367-V:** 5 MP, multi-view DPTZ



## Outdoor with audio and I/O ports

**AXIS P3363-VE:** SVGA , Lightfinder

**AXIS P3364-VE:** 1 MP, Lightfinder

**AXIS P3384-VE:** 1 MP, WDR –  
dynamic capture, Lightfinder

New  
2012

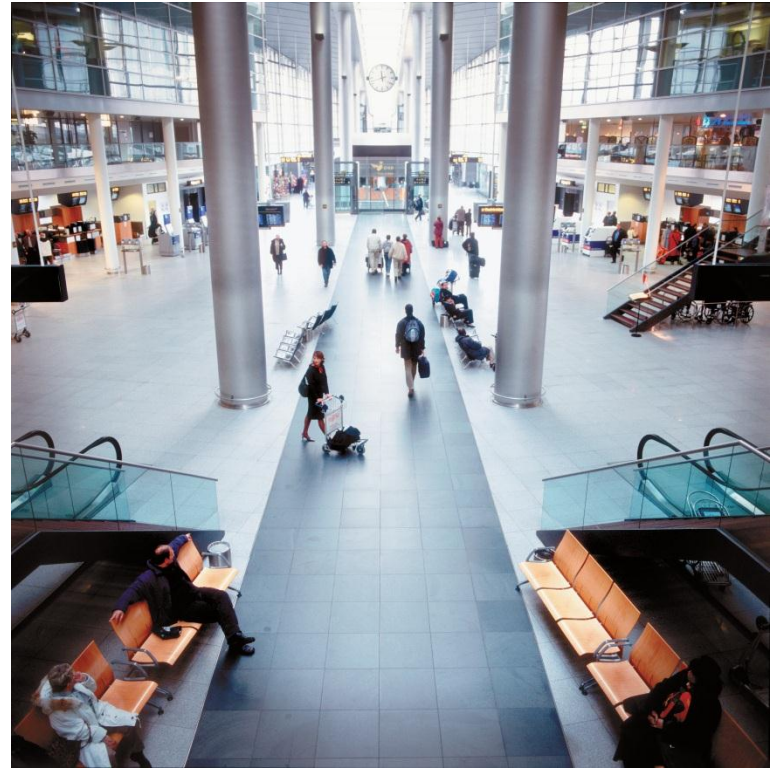
**AXIS P3346-VE:** 3 MP, multi-view DPTZ

**AXIS P3367-VE:** 5 MP, multi-view DPTZ



# AXIS P3384-V/-VE – Wide Dynamic Range (WDR) – dynamic capture

- > Clear images of scenes with strong variations in light
  - Ensures that no area is too dark or too bright
- > Ideal in areas such as
  - In tunnel passages
  - Close to entrances and large windows
  - Other areas with bright sunlight and dark shadows







# AXIS Camera Companion The Easiest Way To Network Video Surveillance



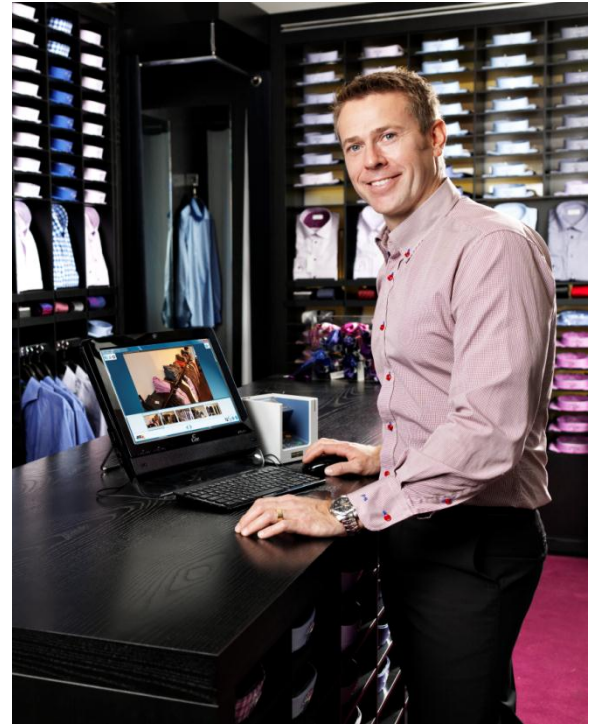
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COMMUNICATIONS

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[www.axis.com](http://www.axis.com)

# AXIS Camera Companion – a complete video surveillance solution

- > A **digital HDTV** video surveillance solution
- > The **easiest system on the market** to install and use
- > Developed for the needs of **the small business owner**



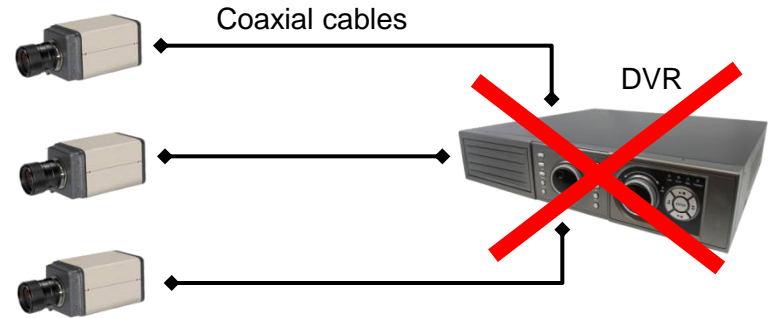
# Perfect for securing smaller businesses

- > Retail stores
- > Small offices
- > Gas stations
- > Hotels
- > Quick service restaurants



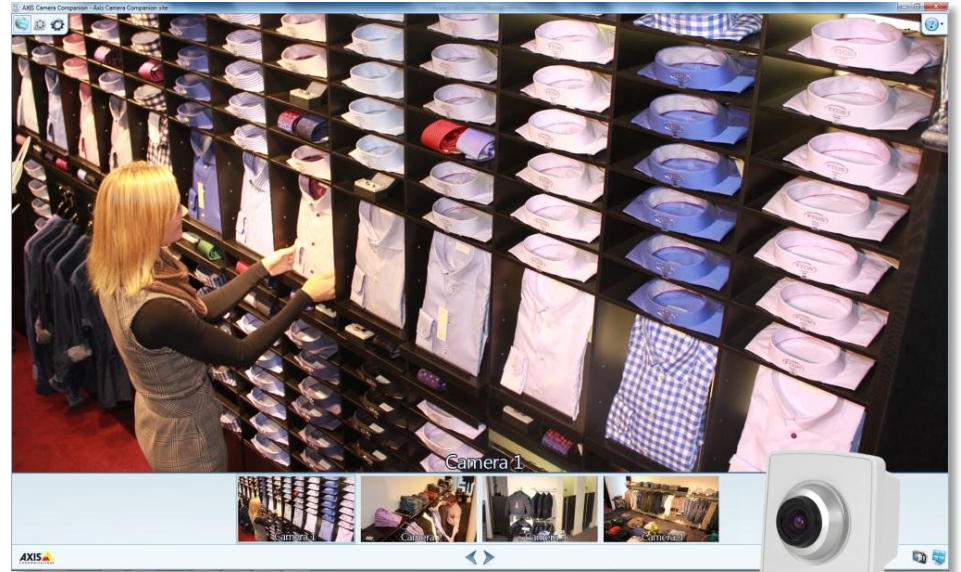
# What's unique about AXIS Camera Companion?

- > Forget the DVR!
- > Video is recorded in the camera on an SD memory card
  - Each camera is a smart, independent device
  - Reduces costs
  - No single point of failure
  - The cameras keep on recording
  - Only needs a computer at installation



# Excellent image quality, easy to use

- > Forget fuzzy images!
- > Full resolution HDTV for reliable identification
- > Simple and intuitive user interface
- > Tutorials and guides to get started in minutes – or seconds!

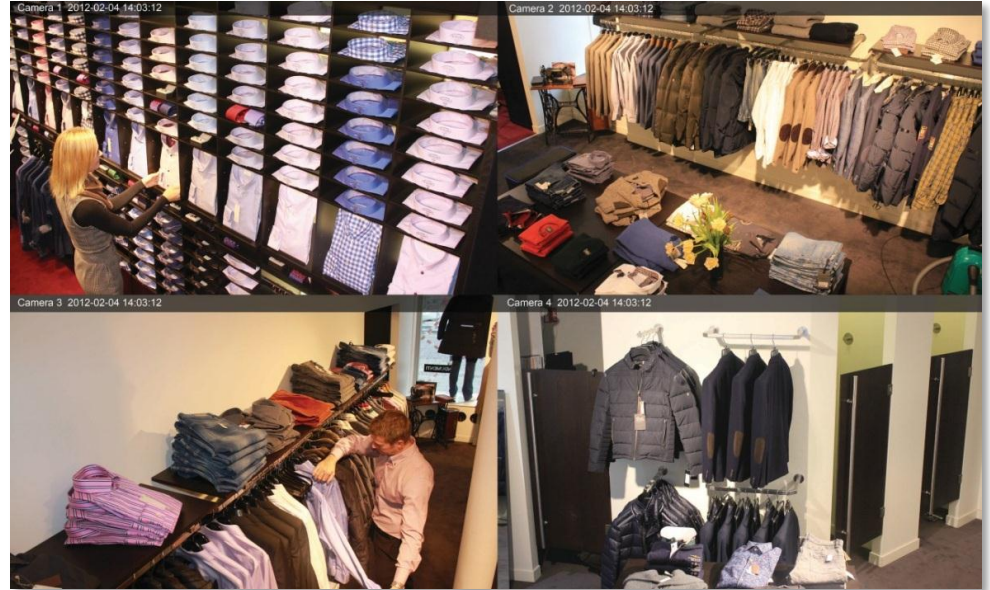


# Why HDTV for video surveillance?



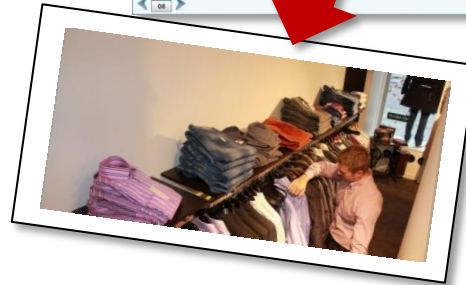
# AXIS Camera Companion – a cost-effective solution

- > **Free** viewing software
- > 1 to 16 cameras
  - No extra charge for adding cameras
- > Available in close to 20 different languages
- > Uses standard IT and network equipment
  - Re-use for other purposes



# Easy to share video with authorities

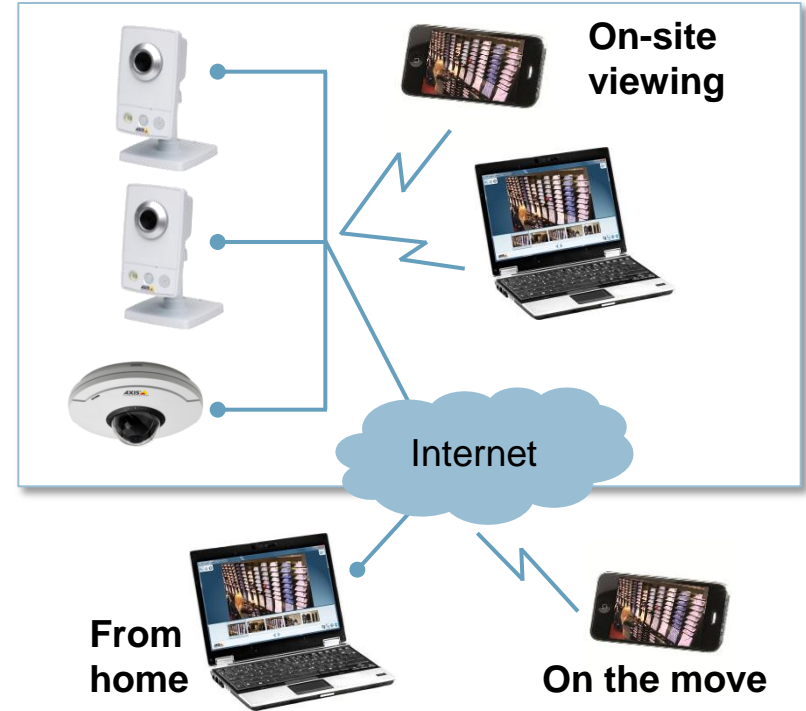
- > Quick search through recordings
- > Graphical timeline
- > Export as video clip or snapshot
- > Save, print, share





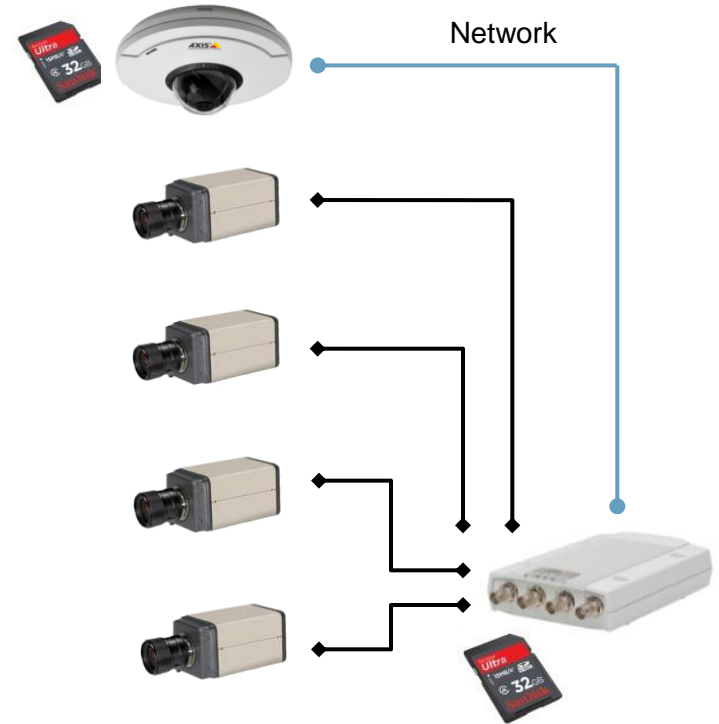
# View video over the network, over wireless & over the Internet

- > Feature-rich apps for iPhone, iPad and Android
- > Easy to set up Internet access
- > View video from anywhere, at any time



# Protect your investment – reuse your existing analog cameras

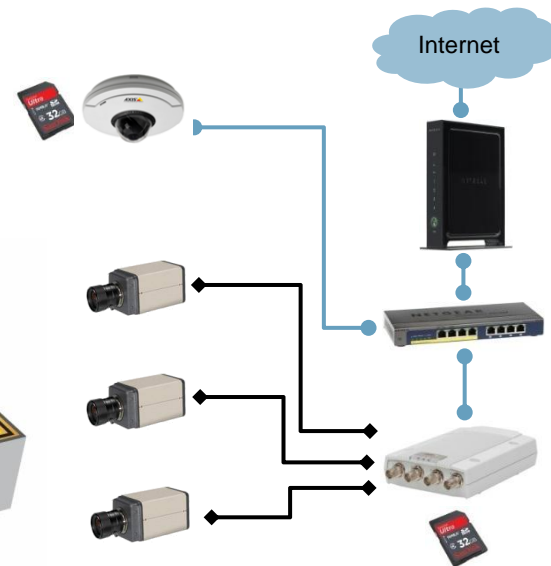
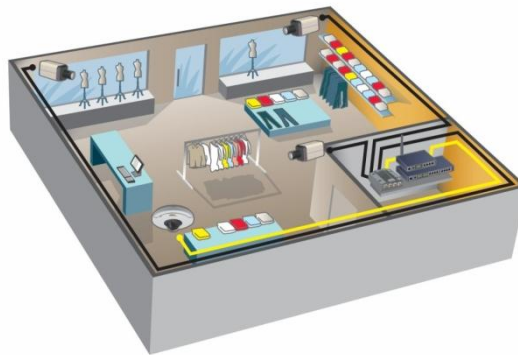
- > An Axis video encoder makes existing **analog cameras** accessible over the network
- > Mix digital and analog cameras
- > Start small, grow with your needs



# Scenario #1 – Solution for a small store with analog cameras installed

## > What you need

- 3 existing analog cameras
- 1 Axis video encoder that converts the analog cameras to network video
- 1 Axis digital security camera
- 1 AXIS Camera Companion
- Complement with
  - 2 SD cards
  - Switch (if not already installed)
  - Router\* (if not already installed)



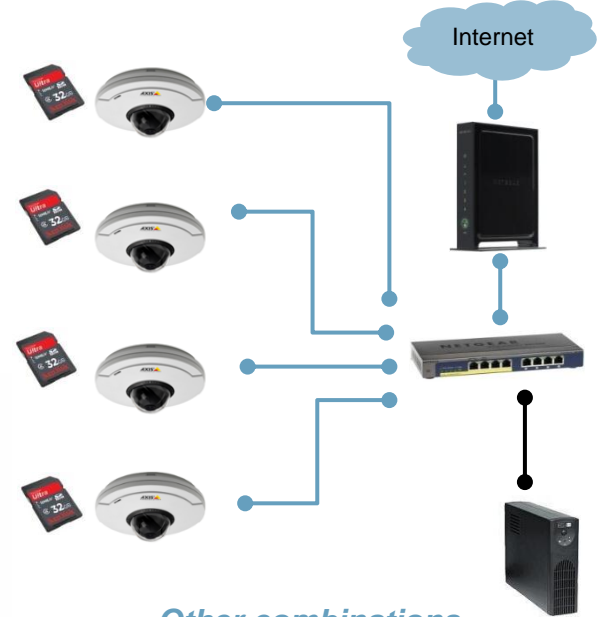
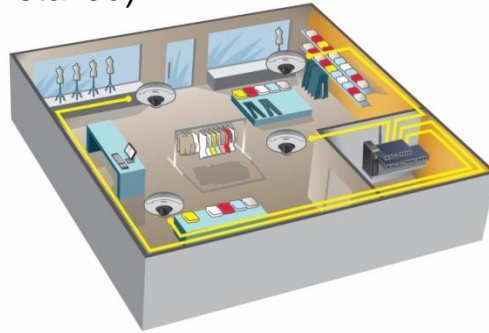
*Other combinations possible*

*\*The router only necessary if wireless and/or remote access is requested*

# Scenario #4 – Solution for a small store, with UPS for reliability

## > What you need

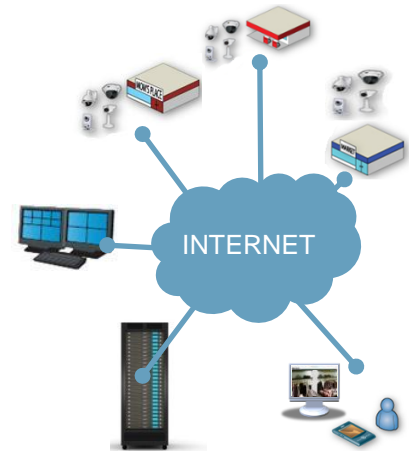
- 4 digital Axis security cameras
- 1 AXIS Camera Companion
- Complement with
  - 4 SD cards
  - Switch (if not already installed)
  - Router\* (if not already installed)
  - UPS



*\*The router only necessary if wireless and/or remote access is requested*

# Hosted video enabled by AXIS Video Hosting System

- > With an Internet connection and an Axis camera, you can enjoy a trouble-free monitoring service over the Internet
- > Up to 10 cameras per site, especially suitable for dispersed sites
- > Live view, recordings and notifications directly in your PC or mobile phone browser
- > Low cost of ownership with a fixed service rate from your Video Service Provider
- > Ease of installation – No network configuration needed!
- > Hosted video enabled by AVHS offers:
  - More than 50 compatible Axis products
  - A large number of Video Service Providers worldwide
  - Support for PTZ control and NAS (Network Attached Storage)



Get the Axis picture. Stay one step ahead.

partner network  
Axis  
open  
megapixel  
camera  
HDTV  
competence  
worldwide  
network video  
leader  
easy installation  
convergence  
intelligent  
Gracias !  
safe  
innovation  
environment  
protect  
leader  
thermal  
global  
outdoor  
ease of use  
H.264  
integration  
image usability  
focus  
video encoder