

Intelligent Security Solutions

3 June 2021



Axis at a glance



Local presence around the world
through our extensive partner network

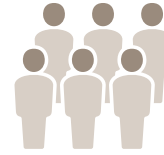
Customers

Resellers

System integrators

Distributors

Axis



3,805

employees* in more
than **50** countries



1.2 B

USD**

Total sales 2020



Video surveillance | audio |
intercom | access control |
training, service & support

ONVIF®

Founding member

WE SUPPORT



Committed to
UN Global
Compact



HQ and
founded
in Sweden,
part of Canon
group

*Q4 2020 **Full year 2020, SEK 11.6 B, EUR 1.1 B

Market leadership built on innovation

1996

World's first network camera



1999

World's first network video chip



2008

First use of H.264 compression for network cameras



2010

First thermal network camera



2013

Physical access control



2016

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



2018

Axis Lightfinder 2.0



World's first video encoder

1998



First MPEG-4 and Motion JPEG compression camera
AXIS Camera Station

2004



First network cameras with HDTV, remote focus and zoom functions

2009



Axis Lightfinder technology

2011



Axis Zipstream technology
Open standard network

2015



Network radar technology

2017



Axis 7th generation ARTPEC chip

2019

Advanced Analytics – Dual chipset (ARTPEC 7 and DLPU)



Security Industry Trends



Trust –
the common link



The world goes
horizontal



Cybersecurity



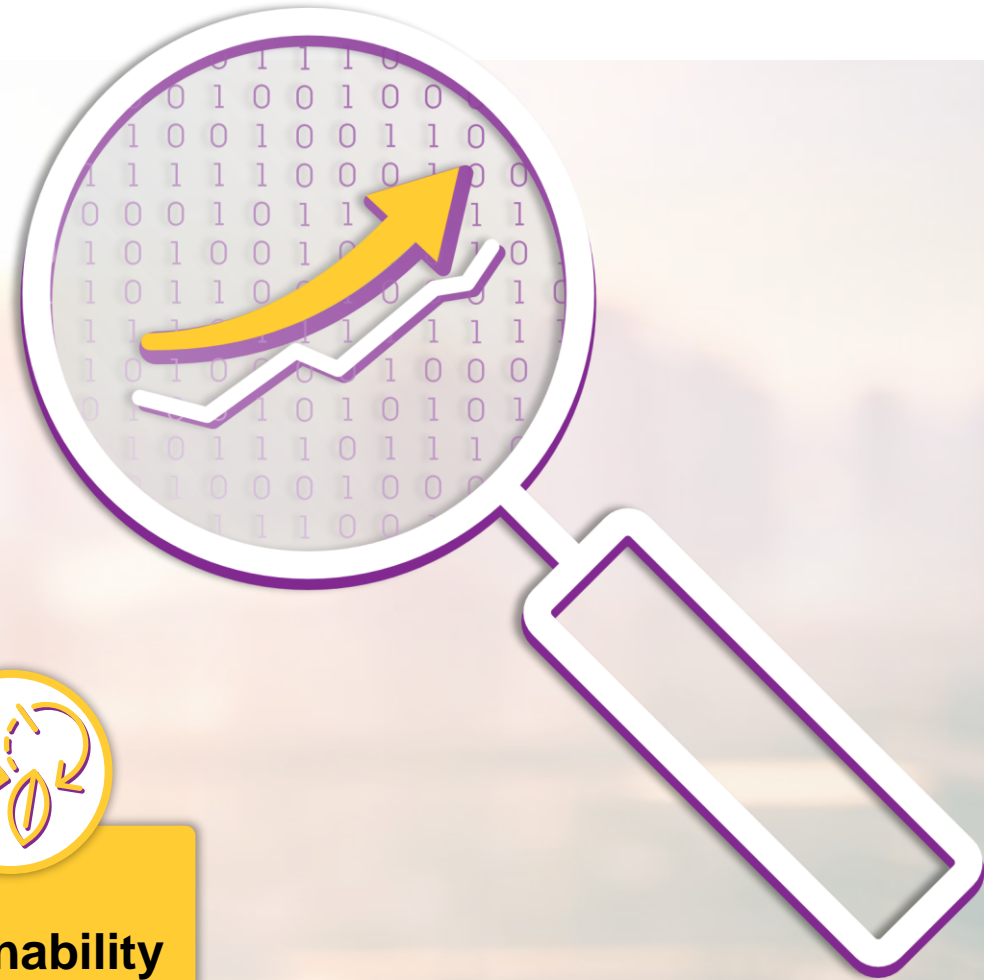
**Artificial
intelligence**



**Low- and
no-contact
technologies**



Sustainability



Fast paced change crisis – Cyber Security

- Increased focus on Cyber Security
 - The complexity of IT / Surveillance systems is escalating
 - Increased attacks on cameras
- 95% of cyber security threats due to:
- Poorly configured systems
 - Poorly maintained systems
 - Human errors

Cybersecurity

Hackers Breach thousands of security cameras, Exposing Tesla, Jails, Hospitals

By [William Turton](#)

March 10, 2021, 5:32 AM GMT+8 Updated on March 11, 2021, 12:35 AM GMT+8

Source: [IT/IT Security Services](#) 2021 Cyber Security



Security Management

A. Security Controls

- 1) Hardening Guide
- 2) “Secure By Default” strategy
- 3) Secure Boot - Compromised Firmware Signature Detection
- 4) TPM Module (FIPS-140-2 Certified)
- 5) Supervised cables & anti-tamper

B. Efficient Management

- 1) Camera Management Tools
- 2) Remote Certificate Management
- 3) User Account Management
- 4) Firmware Updates/Support



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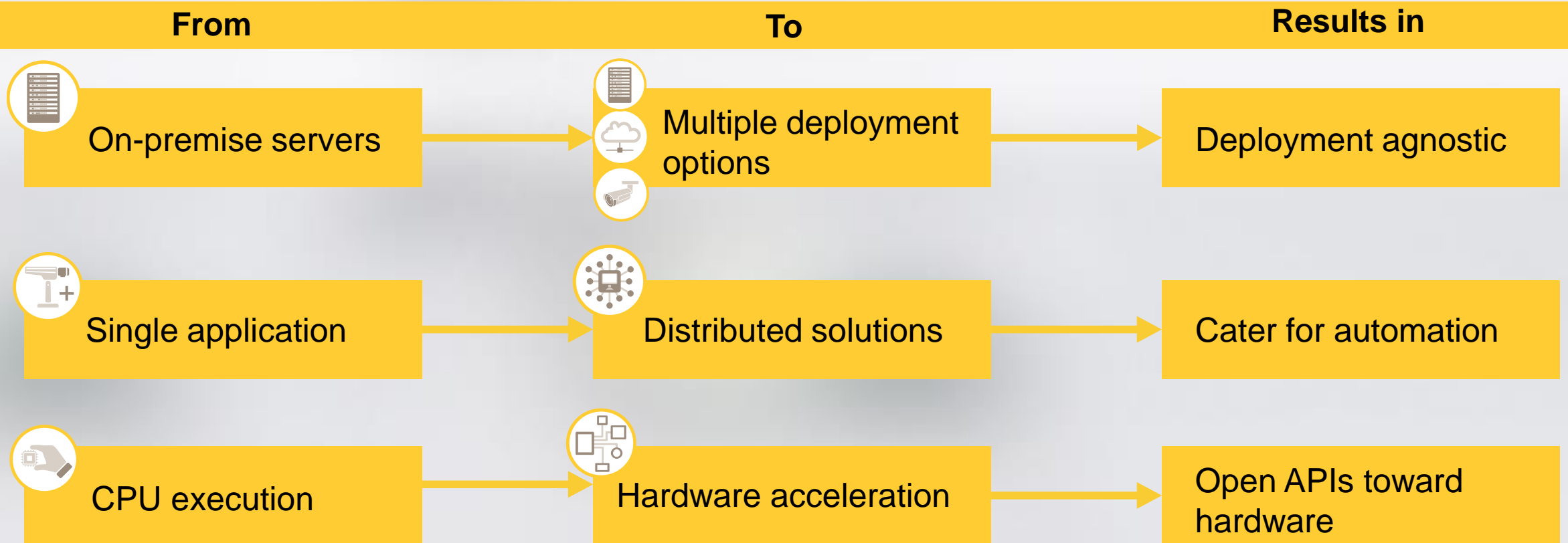
Artificial Intelligence

Improved video analytics API

Dedicated hardware (DLPU)

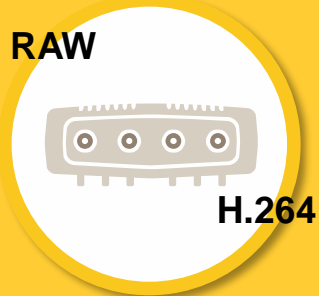


The evolution of Analytics solutions

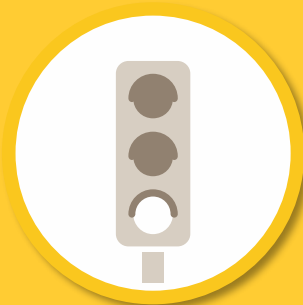


Why move to the edge?

**Eliminates
decoding**



**Reduces
network traffic**



**Improves
scalability**



**Enables
real-time
processing**



Reduces costs – improves performance