

“A strategic move to gain market leadership”

NIVEDAN PRAKASH
New Delhi, January 20

How do you assess the security and surveillance market here in India?

The Indian market for security and surveillance products is robust and growth is expected to accelerate in the future. India is an import-driven market with major percentage of security and surveillance equipment imported by foreign manufacturers with local presence or domestic importers/distributors.

India is a frequent target of terrorists and has borne the maximum number of attacks in the world. Following the November 2008 attacks in Mumbai, all quarters of society, including the government, businesses and individuals are investing significant amounts in installing and upgrading their security infrastructure. The heightened awareness is providing an added boost to the security and surveillance systems industry, which has historically grown at 20-30 percent annually.

What all opportunities do you see for Dax Networks in the Indian security and surveillance market?

Infrastructure development is going apace across India and with it comes a demand for security. IP surveillance is emerging as one of the most compelling investment areas, creating a whole new market for networking resellers and integrators. Background screening, data analytics, biometrics, digital video, and sensor-based detection will continue to be major security investments over the next three to five years.

We expect the government and defense forces to further increase investments in surveillance systems and a renewed impetus from medium-sized commercial enterprises with multiple locations such as banks, hospitals, retail shops, factories, real estate construction sites, restaurants, and malls.

What is your go-to-market strategy for this market here in India?

We market our products (for every project) to the end users only through our system integrators spread across India (both at regional and national level) and will continue with it. At Dax, we have an exciting channel thrust wide ADSP program to reach the horizontal mid-sized segments of the enterprise market.



SUBASHINI PRABHAKAR
CTO, Dax Networks

Our channel thrust focuses on targeting regional sales across the country; in reaching SMBs and the niche market; and lastly, supporting customers in terms of total SLA relating to 99.9 percent network uptime.

What is the company's channel focus in this segment? How many channel partners you are currently working with in this space?

Our strategy is to train and educate our system integrators and ADSPs on the benefits of IP surveillance products and solutions. Seminars will be one part of the channel strategy. Surveillance products will open doors for new business opportunities for our partners as it is an additional business for them.

Highlight some of your product offerings in this space?

Dax Networks' range of IP products comprises of four broad categories—Fixed IP cameras, Fixed

Dome Cameras, PTZ Cameras and high-speed Dome Cameras.

Fixed IP cameras are an ideal choice to monitor a very specific area or direction and are best suited for indoor applications.

Fixed Dome cameras are better suited to provide unobtrusive surveillance for both indoor and outdoor applications. To monitor wider areas and zoom in on specific individuals, objects and activity.

PTZ (Pan-Tilt-Zoom) network cameras are ideal, as they allow the user to control the pan, tilt, and zoom functions.

High-speed Dome IP cameras can pan up to 360 degrees and support continuous surveillance operation. This enables a single network high speed dome camera to automatically move between presets and cover a large area that would typically require multiple fixed cameras. These cameras can be used in traffic surveillance, traffic signals, hotels, airports and defense establishments.

What is your future outlook for 2011 and growth projects for the coming year?

IP-based surveillance and video analytics are considered to be the future in India.

The future will likely see reduction of duties and taxes, shift toward IP and video analytics technologies, and PE investment.

Government may accede to industry demand for reduction in import duties and taxes duties and taxes to reduce cost and give citizens affordable access to security. Private equity investment is expected to increase significantly.

How far are you geared for competition in this market? Please explain.

Dax NAS has an integrated network video recorder for centralized storage purpose. We also provide central management software for monitoring the performance of the IP cameras. Dax IP cameras are of high resolution with 2 megapixels 720P high definition.

Dax Networks forays into IP surveillance space

DQW NEWS BUREAU
New Delhi, January 19

Dax Networks has announced its foray into the surveillance space by launching a range of IP network video surveillance solutions. Starting from DX-133B-AN12-IP-A, these solutions are ideal for enterprise customers to monitor their businesses anytime from anywhere in the world.

Commenting on the launch, Sudha Jagadish, CEO, Dax Networks, said, "With 25 years of experience in networking in the Indian market, Dax Networks has built a comprehensive portfolio of products and solutions that covers all networking needs, right from the edge to core. Dax is now all set to make a strategic entry into IP surveillance space. The new portfolio of video products and solutions will rest on our strong IP networking backbone and adds a new, exciting dimension to our networking capabilities."

The company is bringing in the market more than 50 models of IP

cameras that are cost-effective and suit a wide range of applications. Some of the highlights of these solutions are:

IP66-rated housing: Dax's IP surveillance solutions can be installed outdoors and protected from extreme weather conditions including rain and dust.

Power over Ethernet (PoE): The in-built PoE allows these products to be easily powered and connected to the network via a single Ethernet cable, allowing for effortless installation.

24/7 surveillance capability: Dax cameras are integrated with minimum 6-48 infra red LEDs. This offers more flexibility and enhanced security, and can be used day and night. **Simultaneous dual streaming:** The combination of Mpeg4 and H.264 video compression with a powerful lens allows the cameras to record better video during live streaming and recording and consume less bandwidth.

Integrated motion detectors: Dax IP cameras record movements, triggered by alarms, as a video on the

FTP server and sends e-mail alerts with pictures to the client.

Dax Networks' range of IP products comprises four broad categories—Fixed IP Cameras, Fixed Dome Cameras, PTZ Cameras and high-speed Dome IP Cameras.

Fixed IP cameras are an ideal choice to monitor a very specific area or direction and are best suited for indoor applications. Fixed Dome cameras are better suited to provide unobtrusive surveillance for both indoor and outdoor applications. In order to monitor wider areas and zoom in on specific individuals, objects and activity, PTZ (Pan-Tilt-Zoom) network cameras are ideal, as they allow the user to control the pan, tilt, and zoom functions.

Moreover, high-speed Dome IP cameras can pan up to 360 degrees and support continuous surveillance operation. These cameras can be used in traffic surveillance, traffic signals, hotels, airports and defense establishments. The IP cameras come with a three-year warranty and online support for customers.

DAX PRODUCTS

HIGH SPEED DOME FEATURES

- H.264/MJpeg or Mpeg4 video compression
 - Dual streaming
 - Weather proof IP66 standard for outdoor use,
 - PT: horizontal 360°, vertical 180°
 - Zoom: optical 16x to 36x and digital 8x to 12x
 - Night vision (IR LED optional)
 - 1CH/2CH audio support
 - Motion detection/alarm notification
 - Up to D1 resolution (Megapixel Lens optional)
- Price range starts from Rs 47,890



FIXED DOME CAMERA FEATURES

- H.264/MJpeg video compression
 - Dual streaming
 - 2 megapixel (Resolution: 1600x1200, 1280x960, 1280x720, 800x600)
 - Night vision IR LED up to 20mtrs
 - 1CH/2CH audio support
 - Motion detection/alarm notification
 - In-built Wi-Fi optional
- Price range starts from Rs 25,590



FIXED IP CAMERA FEATURES

- H.264/MJpeg video compression
 - Dual streaming
 - 2 mega pixel (Resolution: 1600x1200, 1280x960, 1280x720, 800x600)
 - Night vision IR LED up to 50mtrs
 - 1CH/2CH audio support
 - Weather-proof IP66 standard for outdoor use
 - In-built Wi-Fi optional
 - Motion detection/alarm notification
- Price range starts from Rs 24,650



SOHO PT IP CAMERA FEATURES

- MJpeg video compression
 - Motion detection/ alarm notification
 - Night vision IR LED up to 10mtrs
 - 1CH/2CH audio support
 - Power over ethernet
 - PT: horizontal 220°, vertical 90°
 - In-built Wi-Fi optional
- Price range starts from Rs 10,190



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