AXIS COMMUNICATIONS

Course Catalog
Axis Communications' Academy

Summer 2016

What type of knowledge do you need?

Axis has that.

With the shift to IP technologies, our security industry is in a constant state of innovation. For proof just look at the network camera, which Axis launched to the world in 1996. That first "Neteye" camera maxed out at one frame per second in CIF resolution – that's less than 0.1 megapixel. Today, network cameras boast innovations like full frame rate HDTV video, color video in extreme low light and even covert pinhole form factors.

Axis and the industry have come a long way in a short amount of time. So, with this fast-paced innovation, what are you doing to stay ahead?

It all starts with education. Whether you are looking for classroom training, online courses, tutorials and guides, webinars, seminars and/or certification, Axis has you covered. Axis Communications' Academy provides a wide offering of trainings to help build your strengths in network video surveillance and physical access control. You choose what works best for you.

We designed this course catalog to help easily identify tools and trainings based on three learning tracks: sales and business development, system design, and installation and configuration. Once you select the learning track(s) that best fits your professional goals, look for the corresponding symbol throughout the catalog as well as each course's difficulty level and learning format to choose the right offering for you.

If education is the first step, validation is the next. Each learning track builds toward becoming an Axis Certified Professional, the industry's first professional network video certification to validate IP video expertise. By working together with Prometric, a leading global provider of comprehensive testing and assessment services, Axis provides a globally standardized network video certification that is valid, reliable and fair. Put your knowledge to the test and give your business a valuable competitive advantage by becoming an Axis Certified Professional.

Additionally, whether you are new to the industry or a seasoned veteran, Axis is dedicated to providing you the right tools and resources to meet your professional goals. Earn continuing education credits through classroom-based trainings, which are accredited by BICSI and ESA. Our team of technical and sales trainers is here to help you succeed and provide customized support and learning opportunities.

Our portfolio of trainings, tools and guides in various learning formats are continuously updated to reflect the newest innovations and technologies. As a result, this catalog will be updated regularly to reflect changes in course offerings and availability.

Axis works with every facet of your business, providing training, tools and quick reference help for everything your customers expect — as well as the things they don't even know they need yet.

Let's get started…

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Learning tracks

Tailored to meet your professional goals.

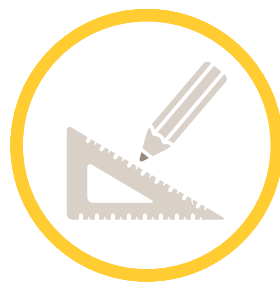## Sales and business development

Match your customer needs to the right solution.

System design

Designing optimal solutions.

Installation and configuration

Installing and configuring solutions, quickly and easily.

Sales and business development

Make a sale that makes a difference.

Growing a business depends, in part, on building a reputation as an expert in providing exactly what your customers need. Expertise and credibility aren't earned overnight, but instead are rooted in training and education in addition to on-the-job knowledge. Axis developed this learning track to provide practical, relevant knowledge that allows you to show your customers the clear and compelling business benefits of IP-based solutions.

Below are the recommended courses to gain expert knowledge for this learning track. Please refer to the "Academy educational offerings" section for more details.

Classroom trainings	> Network Video Fundamentals > Axis Sales Acceleration Program > End to End Solutions
Online courses	> Axis naming convention > Axis product types > Introduction to networking > Get to know Axis Small System Solutions > Get to know Axis Mid-size Solutions
Webinars	> The Academy > Cyber Security > Axis Technical Support > Sales
Web articles	> Introduction to imaging > Prepare your network video surveillance system > Technical guide to network video > Ten reasons to switch to IP-based video
System design tools	> Axis Accessory Selector > AXIS Camera Companion Buyers Tool > AXIS Guide App > Axis Product Selector

Track your progress by using the sales and business development checklist provided on page 35.

System design

Designing solutions is your passion.

Success stories hinge on quickly and efficiently designing optimal solutions for your customers' needs. With the right knowledge, you can increase your speed and proficiency in top level designs.

Below are the recommended courses to gain expert knowledge for this learning track.
Please refer to the "Academy educational offerings" section for more details.

Classroom trainings	> AXIS Camera Station > Designing Network Video Solutions > End to End Solutions > Network Video Fundamentals > Small Systems Installation and Configuration
Online courses	> Applied image quality > Axis naming convention > Axis product types > AXIS T8414 Installation Display > Fiber optics with Axis products > Introduction to networking > Lights, Camera, Action!
Webinars	> Analytics for a smarter, safer world > Beginner networking series > Intermediate networking series > Latest and greatest product > Physical Access Control 101 & 201
Web articles & educational apps	> Identification and recognition > Site survey considerations > Image quality > Sound in surveillance > Introduction to imaging > Technical guide to network video > Low light solutions > Troubleshooting Axis cameras > Perfect pixel count > Wide Dynamic Range (WDR) > Preparing your network video surveillance system
Videos	> Axis Camera Families for Autodesk® Revit® video > The Zoom Factor > Axis Coverage Shapes video > Visual light studio > AXIS Design Tool video > 60 seconds: video series
System design tools	> Axis Accessory Selector > AXIS Design Tool > AXIS Camera Extension for the SketchUp® 3D CAD software > AXIS Guide App > Axis Camera Families for Autodesk® Revit® > Axis Lens Calculator > Axis Coverage Shapes for Microsoft® Visio® > Axis Product Selector

Track your progress by using the system design checklist provided on page 36.

Installation and configuration

You are the front line.

Whether it is your first installation or 1,000th, keeping customers satisfied comes down to trust. That trust comes from your customers knowing that you will always come through for them by handling products in the right way and delivering flawless installations with optimal configuration. With top performance from day one, your customers will get the most out of their solutions, while you save time and money.

Below are the recommended courses to gain expert knowledge for this learning track.
Please refer to the "Academy educational offerings" section for more details.

Classroom trainings	> End to End Solutions > Network Video Fundamentals > Product Installation and Configuration
Online courses	> Axis naming convention > Axis product types > AXIS T8414 Installation Display > Fiber optics with Axis products > Introduction to networking
Webinars	> Analytics for a smarter, safer world > Beginner networking series > Intermediate networking series > Monthly installation tip > Physical Access Control 101 & 201
Web articles & educational apps	> Introduction to imaging > Prepare your network video surveillance system > Power surges > Technical guide to network video > Top ten installation challenges > Troubleshooting Axis cameras
Videos	> 60 seconds: video series
System design tools	> Axis Lens Calculator

Track your progress by using the installation and configuration checklist provided on page 37.

Validate your expertise in network video

Axis Certification Program

Axis Certification Program

Master your knowledge.

Certification is a significant professional development benefit, giving you and your company a valuable competitive advantage. As an Axis Certified Professional, you will be readily identified by colleagues and customers as an expert in IP video.

Axis sets the industry standard by offering the first professional network video certification to validate IP video expertise. The Axis Network Video Exam is a rigorous and advanced level test. Certification is valid for two years, making it a comprehensive indicator of the latest network video technologies, solutions, best practices and implementation techniques.

AXIS COMMUNICATIONS · **CERTIFIED PROFESSIONAL**

LISTEN!
Hear what current Axis Certified Professionals have to say...

Your path to certification:

1

What's on the exam?
> Network video technology (15%)
> Networking (15%)
> System design (30%)
> Axis product knowledge (30%)
> Installation (10%)

2

How do I prepare?
> Go to page 38 and we'll show you!

3

Test your knowledge!
> Visit www.axis.com/ certification for sample questions

4

Register for the exam
> Register online with Prometric

5

Pass the exam
> Yay!

6

Receive your diploma and card
> You'll receive these a few weeks after passing the exam

7

Now, show off your expertise!
> With all this swag, show your customers you're the one for the job

8

Don't let your certification expire
> Refresh your knowledge and get re-certified!

For more information and preparation materials, visit www.axis.com/certification

Academy educational offerings

Classroom trainings

Axis offers a wide range of classroom trainings. Whatever your background, you can achieve the proficiency you need to work successfully with Axis products and solutions.

The following courses are available throughout North America. To register and view the complete course schedule, visit: www.axis.com/learning/classroom-training

Network Video Fundamentals or Bootcamp, which is right for you?

Network Video Fundamentals

If you are looking to more confidently design and install video surveillance systems, then Network Video Fundamentals is for you.

You'll gain product knowledge, information on camera basics, video encoders, troubleshooting, and much more! With demos and hands-on labs, you will walk away with the knowledge to design and install video solutions more effectively. With your comprehensive student guide provided in the class, Axis will be with you every step of the way.

Only $599 USD!

Includes: AXIS P3225-LVE Network Camera and 16 channel AXIS Camera Station Licenses

Axis Boot Camp

Want to take it a step further? Make it a Boot Camp!

Looking for a certification that validates you as a trusted system designer? Attending the Axis Boot Camp gives you the chance to identify yourself as an Axis Certified Professional. This four day class combines Network Video Fundamentals with a third day Certification Booster that includes additional information you'll need to pass the exam. You'll get introduced to network video system design concepts, system storage, IP networking and much more, preparing you for the Axis Network Video Exam on the final day.

Only $679 USD!

Includes: Voucher for Axis Network Video Exam, AXIS P3225-LVE Network Camera and 16 channel AXIS Camera Station Licenses

With each class you will improve your skills in designing network video solutions and learn about your local Axis resources.

Building blocks

Network Video Fundamentals

Level of difficulty: Introductory

Length: 2 days

Credits: ESA Credit Hours: 14 / BICSI: 13

Cost: $599 USD (includes AXIS **P3225-LVE** Network Camera and 16 channel ACS licenses)

Course description:
This is a comprehensive course covering the essentials of network video. Topics are explored in theory lessons combined with hands-on labs.

Learning objectives:
> Camera technology and setup
> Selecting the appropriate camera type and placement
> Ways to save bandwidth and storage
> Intelligent applications

Prerequisites:
We strongly recommend all students spend 30 minutes on Axis' online "Introduction to networking" course to confirm their network knowledge.

Upcoming trainings*

05/31	Montreal, QC	08/09	AEC – Irvine, CA
06/07	AEC – Chelmsford, MA	08/09	Burlington, VT
06/07	Austin, TX	08/09	Wausau, WI
06/07	Reston, VA	08/16	Syracuse, NY
06/14	Halifax, NS	08/16	Ft. Worth, TX
06/14	AEC – Irvine, CA	08/23	Bloomington, IL
06/21	Buffalo, NY	08/23	Louisville, KY
06/21	Las Vegas, NV	08/30	AEC – Chelmsford, MA
06/28	Atlanta, GA	08/30	Fargo, ND
06/28	Cincinnati, OH	09/13	Portland, OR
06/28	Omaha, NE	09/13	Winnipeg, MB
07/19	AEC – Chicago, IL	09/27	AEC – Chicago, IL
07/19	Miramar/Pembroke Pines, FL	09/27	AEC – Mississauga, ON
07/26	Baltimore, MD	09/27	Columbus, OH
07/26	Parsippany, NJ	09/27	Las Vegas, NV
08/02	Seattle, WA	09/27	Salt Lake City, UT

Axis Boot Camp

Level of difficulty: Advanced

Length: 4 days

Credits: ESA Credit Hours: 24 / BICSI: 22

Cost: $679 USD (includes voucher for Axis Network Video Exam, AXIS P3225-LVE Network Camera and 16 channel ACS Licenses)
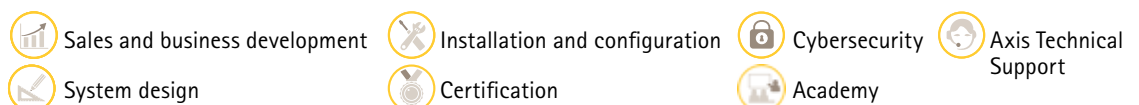
Course description:
This course gives you the chance to become an Axis Certified Professional all in one week! Three days of intensive preparation training will help you get ready to take the Axis Network Video Exam on the final day.

Learning objectives:
Understand the five critical knowledge areas on the exam: networking, network video technology, system design, product knowledge and installation.

Prerequisites: Participants are required to read the "Technical guide to network video" to gain a basic knowledge of video surveillance and IP networking.

Upcoming trainings*

05/31	Montreal, QC	08/09	AEC – Irvine, CA
06/07	AEC – Chelmsford, MA	08/09	Burlington, VT
06/07	Austin, TX	08/09	Wausau, WI
06/07	Reston, VA	08/16	Syracuse, NY
06/14	Halifax, NS	08/16	Ft. Worth, TX
06/14	AEC – Irvine, CA	08/23	Bloomington, IL
06/21	Buffalo, NY	08/23	Louisville, KY
06/21	Las Vegas, NV	08/30	AEC – Chelmsford, MA
06/28	Atlanta, GA	08/30	Fargo, ND
06/28	Cincinnati, OH	09/13	Portland, OR
06/28	Omaha, NE	09/13	Winnipeg, MB
07/19	AEC – Chicago, IL	09/27	AEC – Chicago, IL
07/19	Miramar/Pembroke Pines, FL	09/27	AEC – Mississauga, ON
07/26	Baltimore, MD	09/27	Columbus, OH
07/26	Parsippany, NJ	09/27	Las Vegas, NV
08/02	Seattle, WA	09/27	Salt Lake City, UT

Sales and business development   Installation and configuration   Cybersecurity   Axis Technical Support

System design   Certification   Academy

Advanced offerings

AXIS Camera Station

Level of difficulty:
Introductory

Length: 1 day
Credits: ESA Credit Hours: 7 / BICSI: 6
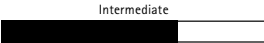**Cost:** $299 USD (includes 16 channel ACS licenses)

Course description:
This technical course gives you the skills to successfully deploy and manage AXIS Camera Station 5.0. Topics are explored in theory lessons combined with hands-on labs.

Learning objectives:
> Plan, install and use AXIS Camera Station
> Configure split views, hotspots, sequences, maps and PTZ functionality
> Set-up recordings and alerts
> Configure video format, resolution and frame rate
> Estimate and configure storage space

Upcoming trainings*

06/07	Fort Lauderdale, FL	08/02	Sacramento, CA
06/09	Louisville, KY	08/09	Overland Park, KS
06/14	Minneapolis, MN	08/16	Albany, NY
06/28	Denver, CO	08/23	Houston, TX
06/28	San Jose, CA	08/30	Orlando, FL
07/19	Grand Rapids, MI	09/13	AEC – Chicago, IL
07/26	San Antonio, TX	09/27	Detroit, MI
08/02	Charlotte, NC		

End to End Solutions

Level of difficulty:
Intermediate

Length: 2 days
Credits: Pending to BICSI: 13
Cost: $399 USD (includes 16 channel ACS licenses, paid attendees will receive an AXIS A1001 Door Controller)

Course description:
End to End Solutions provides hands-on design and configuration experience in creating a complete security system. You'll develop a better understanding of the solution including video management software, access management, audio and video analytics. You'll leave the classroom confident in developing end-to-end solutions built and configured with Axis products. Building on your existing knowledge, this course targets the interconnectivity of all security elements from door controllers, horn speakers, entry management, and more.

Learning objectives:
> Creating a complete solution from a basic AXIS Camera Station video surveillance system
> Integrating SIP and VOIP products to further enhance the solution offering to the customer
> Configuring users, groups, and schedules for access control using AXIS Entry Manager.

Prerequisites:
There are no set prerequisites to this class.

Upcoming trainings*

06/15	Minneapolis, MN	08/10	Overland Park, KS
06/29	Denver, CO	08/17	Albany, NY
07/20	Grand Rapids, MI	08/27	Houston, TX
07/27	San Antonio, TX	08/31	Orlando, FL
08/03	Charlotte, NC	09/14	AEC – Chicago, IL
08/03	Sacramento, CA	09/28	Detroit, MI

*All courses include breakfast, lunch and course materials.

Dates, locations and availability for classroom trainings are subject to change. Please see complete list of available courses online at www.axis.com/academy/classroom-based.htm. For questions, please contact your sales representative at 1-800-444-2947 option 1.

Designing Network Video Solutions

Level of difficulty: Intermediate
Length: 1 day
Credits: ESA Credit Hours: 7 / BICSI: 6
Cost: $299 USD

Course description:
This course covers many important aspects of designing a network video surveillance system and puts theory into practice through comprehensive and interactive lab sessions.

Learning objectives:
> Understand the cornerstones of a network video system
> Learn how product selection and camera placement effect the usability of a system
> Make decisions on products and placement based on customer needs
> Use Axis' system design tools to facilitate the design process

Prerequisites:
We strongly recommend all students take Network Video Fundamentals and introductory online courses and tutorials.

Upcoming trainings*

07/20	AEC – Mississauga, ON	09/07	Vancouver, BC

Product Installation and Configuration

Level of difficulty: Intermediate
Length: 1 day
Credits: ESA Credit Hours: 8 / BICSI: 6
Cost: $299 USD

Course description:

This course provides advanced camera installation, configuration and management solutions to accurately and efficiently bring camera installations to full operation. Practice what you have learned through hands-on lab exercises.

Learning objectives:

> Understand installation and configuration options
> Understand how to use Axis software and installation accessory products for camera installations
> Anticipate challenges and identify solutions based on customer needs

Prerequisites:
We strongly recommend that all attendees complete the Network Video Fundamentals training and introductory online courses and tutorials.

Upcoming trainings*

Classes may be scheduled upon request. Please contact na–training–services@axis.com for more information.

Sales and business development   Installation and configuration   Cybersecurity   Axis Technical Support

System design   Certification   Academy

Small Systems

Level of difficulty: Introductory

Length: 1 day

Credits: ESA Credit Hours: 8

Cost: $299 USD

Prerequisites:

There are no set prerequisites to this class.

Course description:

Small Systems Installation and Configuration is a comprehensive course covering the design and implementation of network video surveillance. Topics such as basic camera installation, optics and image usability, bit rate and storage, design theory, and Axis video products are explores in theory lessons combined with hands-on labs.

Learning objectives:

> The technology basics of video surveillance
> Selecting the appropriate camera type and placement
> Configuration and use of AXIS Camera Companion
> How to install and configure a small video surveillance site

Sales trainings

Axis Sales Acceleration Program

Level of difficulty: Introductory

Length: 1 day
Credits: ESA Credit Hours: 8
Cost: $99 USD (includes AXIS M1124
                    Network Camera)

Course description:
You want to sell more. And when you're selling video surveillance systems it can sometimes be complex. Axis' new sales training – Axis Sales Acceleration Program (ASAP) – enables you to sell more by identifying the sales process and tools you can use along the way, and simplifying the way you identify the right system for your customers. This 1-day training is designed to provide you with the knowledge and tools needed to ignite new and run-rate business in network video surveillance by providing an all-around approach to generating more profitable sales results on small to medium-sized projects.

Learning objectives:
> Understanding a fresh approach to the value-added sales process
> Gaining the competitive advantage through leveraging Axis' design tools and resources
> Getting to know Axis' new technologies & product roadmap

Upcoming trainings*

06/07	Fort Lauderdale, FL	08/02	Sacramento, CA
06/09	Louisville, KY	08/09	Overland Park, KS
06/14	Minneapolis, MN	08/16	Albany, NY
06/28	Denver, CO	08/23	Houston, TX
06/28	San Jose, CA	08/30	Orlando, FL
07/19	Grand Rapids, MI	09/13	AEC – Chicago, IL
07/26	San Antonio, TX	09/27	Detroit, MI
08/02	Charlotte, NC		

Sales and business development   Installation and configuration   Cybersecurity   Axis Technical Support

System design   Certification   Academy

*All courses include breakfast, lunch and course materials.

Dates, locations and availability for classroom trainings are subject to change. Please see
complete list of available courses online at www.axis.com/academy/classroom-based.htm.
For questions, please contact your sales representative at 1-800-444-2947 option 1.

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Academy educational offerings

Online courses

Take the classroom with you and stay updated on the Axis product portfolio, services and solutions at your convenience anywhere in the world, any time. These brief, free courses are perfect for new employees or as quick refreshers.

Axis' online courses are free and can be found at www.axis.com/us/en/learning/online-courses

Axis Certification Program

Knowledge check

This course contains questions covering the five knowledge areas that the Axis Network Video Exam is based on. Feedback on your answers will be provided, for you to learn more.

Complete at own pace

Practice Test

Are you ready to take the Axis Network Video Exam? Take this practice test and find out!

Complete at own pace

Networking

Introduction to networking

This course provides a basic understanding about networking and commonly used terms.

Length: 30–40 minutes

Fiber optics with Axis products

This course will teach you about fiber optics in general as well as using fiber optics with Axis products.

Length: 20–30 minutes

System Design

Get to know Axis Small System Solutions

Learn how simple it is to protect small businesses with a complete, end-to-end security solution from Axis Communications.

Length: 10–15 minutes

Get to know Axis Mid-size Solutions

Learn how simple it is to protect a mid-size business with a complete, end-to-end security solution from Axis Communications.

Length: 10–15 minutes

Applied image quality

Learn how to cover various aspects of image quality from a surveillance point of view.

Length: 10–15 minutes

Lights, Camera, Action!

This course will advise you about why, when and how to install lighting.

Length: 10–15 minutes

Axis Product Capabilities

AXIS T8414 Installation Display

Learn how to use the latest handheld installation display for focusing your Axis network cameras.

Length: 10–15 minutes

Axis product types

Learn about Axis' different product types to help meet your customers' surveillance needs.

Length: 10 minutes

Axis naming convention

This course provides an overview from the product lines to the extensions.

Length: 5–10 minutes

Sales and business development | Installation and configuration | Cybersecurity | Axis Technical Support

System design | Certification | Academy

Academy educational offerings
Webinars

Members of our highly skilled team will guide viewers through 30-minute long webinars focused on providing YOU with some of the most relevant and informative topics in the industry. Live webinars consist of one topic each month from four ongoing series: Cybersecurity, Axis Technical Support, The Academy and Sales. You will not want to miss the opportunity to learn and ask questions from our knowledgeable team members in real time!

Webinars are FREE and everyone is welcome! Visit www.axis.com/us/en/learning/webinars/us to see the schedule and learn how to register. You can also easily view any past webinars as well!

The series:

The Academy

What good is a quality product without the knowledge necessary to use them? The Axis Communications' Academy will be covering a wide variety of beginner to intermediate topics that are essential in designing a successful network video surveillance system.

Topics range from bandwidth and bitrate management, reducing video and system latency, in-depth discussions of Axis technologies and products and more!

Cybersecurity

Cybersecurity can be one of the most important, and often overlooked, aspects of maintaining a system. This series will teach you about the value cybersecurity can play in selling and creating effective network video surveillance solutions.
It will also walk you through the important role Axis Communications can play in helping you create and maintain an impenetrable surveillance network by utilizing the AXIS Hardening Guide. The AXIS Hardening Guide will be broken up into various webinars following the guide's different protection levels.

You can download the AXIS Hardening Guide and other valuable product security resources here: http://www.axis.com/global/en/support/product-security

Axis Technical Support

Have questions? Get answers from those on the front lines, members of the Axis Technical Support Team will break down important and frequently encountered topics. Topics will range from extended warranty, camera installation 101 and detailed overviews of Axis video management products such as ACC and ACS.

Sales

Sales drive a business to adapt and improve within an industry. Why not learn how the Axis Sales Team can help to improve your business too! This series will feature various subjects on the Axis sales ecosystem, selling the Axis brand, product selling points and other various lessons on selling Axis that is sure to give you a fresh perspective!

Academy educational offerings

Web articles & educational apps

Do you want to learn more about topics such as network video, camera installation and how to obtain the image quality needed for specific surveillance objectives? Here you find tutorials and guides to help you in the design and installation of your network video project.

Axis' tutorials and guides are free of charge and open to the general public. To access our tutorials and guides, please visit www.axis.com/us/en/learning/web-articles

Web articles

Introduction to Imaging
To work successfully with video surveillance, its essential to understand the basic factors that contribute to good image usability.

Image Quality
This guide is about what image quality is and how to get it.

Wide Dynamic Range (WDR)
Learn why dynamic range is a challenge and how it can be handled.

Identification and recognition
Learn how cameras can provide the close-up footage required for identification and recognition.

Reducing the bit rate with Axis
Learn about Axis Zipstream and how it can help you save on bandwidth and storage.

Video Analytics
Learn about video analytics software and how it can make your video surveillance system more efficient.

Low light solutions
Get an understanding of why cameras have a harder time to operate in darkness, show common pitfalls and present general design considerations.

Perfect pixel count
This guide helps you select the best cameras for operational requirements and surveillance scenarios.

Power surges
Learn about what these surges are, what they can do and how you can benefit from the built-in capabilities of Axis cameras.

Preparing your network video surveillance system
Determine the scene requirements, application needs and network needs.

Site survey considerations
A five step guide to conducting a site survey and documenting it for future needs.

Sound in surveillance
Learn how audio can extend your video surveillance system's capabilities.

Technical guide to network video
Explore the techniques and factors to consider for the successful deployment of IP-based surveillance.

Ten reasons to switch to IP-based video
Take a look at ten key motivators for switching from analog to IP-based cameras.

Thermal imaging
The goal of this article is to provide a better understanding of thermal imaging technology and when it can be used.

Top ten installation challenges
A 10 step guide to some installation challenges and how to overcome them.

Troubleshooting Axis cameras
This article will guide you through some useful steps in troubleshooting your Axis network cameras.

Educational apps

Virtual light studio
See how a scenes appearance changes depending on the type, amount and placement of light.

Pixel Density
The Pixel Density application allows you to manipulate different parameters and learn how they affect pixel density.

Frame rate versus Shutter speed
The Frame Rate versus Shutter Speed application allows you to change the frame rate and shutter speed of three sample videos. These two settings are important in understanding how they affect image quality.

Sales and business development	Installation and configuration	Cybersecurity	Axis Technical Support
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Academy educational offerings

Videos

Our educational videos cover the most current solutions, technologies and Axis system design tools.

Enhance your knowldege by visiting www.axis.com/us/en/learning/videos for the latest educational videos.

Videos

60 Seconds: Zipstream
(1:09 min YouTube video)
Axis' Zipstream technology is a video compressor that cuts your bandwidth and storage in half. Find out how!

60 Seconds: Image Noise
(1:08 min YouTube video)
Take a quick look at what's actually causing image noise in digital images.

60 Seconds: Arctic Temperature Control
(1:13 min YouTube Video)
In 60 seconds learn how Axis Cameras survive freezing temperatures.

60 seconds: Multicasting
(1:09 min YouTube video)
In 60 seconds, learn how multicasting differs from normal network traffic and how it can benefit your IP video installation.

60 seconds: Frame rate
(1:10 min YouTube video)
In 60 seconds we sort out the difference between frame rate and shutter speed, and look at the potential effect on video.

60 seconds: The Focus Assistant
(1:07 min YouTube video)
AXIS P13 network camera series has a little-known feature that comes in handy during installation. Find out about the focus assistant in this episode of Axis Communications' Academy "60 seconds"!

60 seconds: Jitter
(1:07 min YouTube video)
Jitter is when moving object stutter at regular intervals, detracting from the viewing experience. Learn how to change your screen to avoid Jitter.

60 seconds: SIP
(1:11 min YouTube video)
Session Initiation Protocol is the industry standard for Voice over IP telephony. Learn how Axis products can be integrated with SIP.

60 seconds: Emissivity
(1:09 min YouTube video)
Learn how some objects can emit heat and how you can get accurate temperature readings on the Axis Q29!

60 seconds: Video Analytics
(1:08 min YouTube video)
Axis Cameras come equipped with video analytics such as motion detection.

Axis Camera Families for Autodesk® Revit®
(2.57 min YouTube video)
Interactive Axis camera models for Autodesk® Revit® to illustrate surveillance system designs directly in 3D CAD building layouts.

Axis Coverage Shapes
(5:26 min YouTube video)
An easy-to-use library of camera shapes for Microsoft® Visio® that helps you plan your surveillance solution.

AXIS Design Tool
(5:18 min YouTube video)
A practical example for estimating bandwidth and storage needs for your video surveillance installation.

The Zoom Factor
(2:42 min YouTube video)
Find out more about zoom optics and how to interpret the lens' zoom factor.

Cyber Security
(1:11 min YouTube video)
Take a look at how Axis is taking steps towards more secure networks.

Sales and business development   Installation and configuration   Cybersecurity   Axis Technical Support
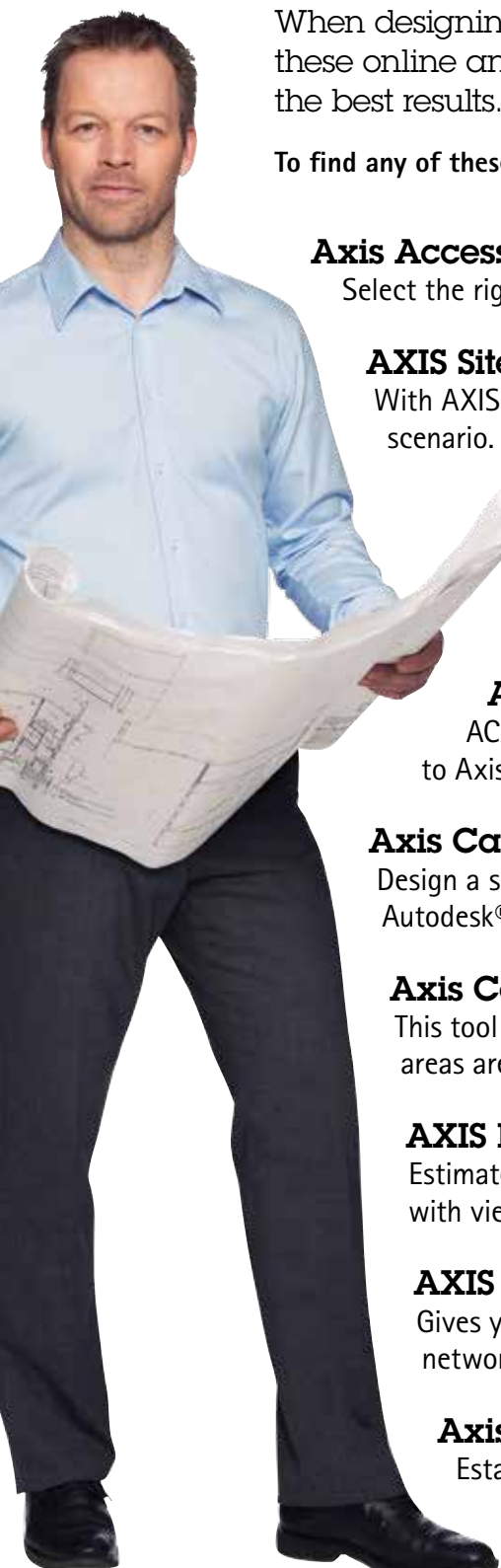
System design   Certification   Academy

Design for success with Axis tools

Axis system design tools

When designing and specifying a surveillance system with Axis cameras, these online and app-based system design tools save you time and ensure the best results.

To find any of these design tools, please visit www.axis.com/tools/

Axis Accessory Selector
Select the right housing, brackets and power supplies for the cameras in your projects

AXIS Site Designer
With AXIS Site Designer, you'll be able to pick just the right cameras for any surveillance scenario. Adding accessories and picking a recording solution is quick and easy.

Axis Camera Extension for the SketchUp® 3D CAD software
Place 3D CAD Axis camera models with interactive functionality to visualize the camera's coverage in your SketchUp models

AXIS Camera Application Platform (ACAP)
ACAP is an open platform for users to add analytics and other applications to Axis products to meet specific security and business requirements.

Axis Camera Families for Autodesk® Revit®
Design a surveillance system based on Axis cameras directly in your Autodesk® Revit® 3D CAD building layouts

Axis Coverage Shapes for Microsoft® Visio®
This tool visualizes camera coverage in a layout drawing to ensure all critical areas are covered (exclusive for Axis' partners)

AXIS Design Tool
Estimate the storage and network bandwidth your system needs and experiment with viewing, recording and compression options for each camera

AXIS Guide App
Gives you an overview of the features and specifications for Axis' entire range of network cameras and video encoders

Axis Lens Calculator
Establish distances, scene sizes and required focal lengths for different scenarios

Axis Product Selector
Select the right camera or video encoder for your projects

Sales and business development   Installation and configuration   Cybersecurity   Axis Technical Support

System design   Certification   Academy

Meet your Academy team

Who we are

Get started

"More and more, customers are relying on the services of systems integrators to assure they're making the right selections with their video surveillance investment. We're committed to standing behind our partners and educating the industry by providing relevant trainings and tools to make this a reality. Throughout this catalog, you can see that with Axis Communications' Academy you're getting the practical and hands-on education you need to provide the best possible service to your customers.

From technical and system design, to selling tactics and demo strategies, our Axis trainers provide top-notch content in an environment that encourages a variety of learning tracks and styles. With trainings in various locations and formats and topics for a range of experience levels, the Academy offers you flexibility as you look to elevate your expertise with Axis."

Kelly DeLeo, Business Development Marketing & Educational Services Manager

Kelly DeLeo is the business development marketing and educational services manager for Axis Communications in North America. She joined Axis in 2009 and is responsible for all training efforts including Axis Communications' Academy.

Meet the trainers

Whether you're new to the industry or a seasoned veteran, Axis has a dedicated team of trainers available to answer questions, tailor our educational offering to meet your needs and help you better serve your customers.

Andrew Barker
Senior Project Manager
andrew.barker@axis.com

Mark Coughlin
Technical Trainer, Northeast
mark.coughlin@axis.com

Derek Burnett
Technical Trainer, Midwest
derek.burnett@axis.com

Robert Drozd
Technical Trainer, South Central
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JR Correa
Technical Trainer, West
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Stephen Oliva
National Sales Trainer
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John Phelps
Development Specialist,
Educational Services
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Izzy Sharif
National Sales Trainer
izzy.sharif@axis.com

Emmanuel Prempeh
Technical Trainer, Canada
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Gabriella Thurman
Development Coordinator,
Educational Services
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Bob Sebate
Technical Trainer, Southeast
bob.sebate@axis.com

Checklists

Track your progress

Checklist: Sales and business development

Use this checklist to help keep track of your educational achievements.
To make planning your curriculum easier, the courses are categorized by
experience level with space to note the date you have completed the training.

Baseline
- ❑ _____ Axis naming convention (online)
- ❑ _____ Axis product types (online)
- ❑ _____ Introduction to imaging (web article)
- ❑ _____ Introduction to networking (online)
- ❑ _____ Physical Access Control 101 & 201 (webinar)
- ❑ _____ Prepare your network video surveillance system (web article)
- ❑ _____ Technical guide to network video (web article)

First step
- ❑ _____ Beginner networking series (webinar)
- ❑ _____ Latest and greatest product series (webinar)
- ❑ _____ Ten reasons to switch to IP video (web article)

Second step – deeper understanding
- ❑ _____ Analytics for a smarter, safer world (webinar)
- ❑ _____ Intermediate networking series (webinar)
- ❑ _____ Network Video Fundamentals (classroom)
- ❑ _____ Thermal Imaging (web article)

Third step – specialize
- ❑ _____ Sales Essentials (classroom)
- ❑ _____ Advanced Sales Essentials (classroom)

System design tools
- ❑ _____ Axis Accessory Selector
- ❑ _____ AXIS Camera Companion Buyers Tool
- ❑ _____ AXIS Guide App
- ❑ _____ Axis Product Selector

Ready for more?

Jump into another track to increase your knowledge, or be on the path to becoming
an Axis Certified Professional. Keep an eye out for new and updated offerings on the
latest innovations.

Checklist: System design

Use this checklist to help keep track of your educational achievements.
To make planning your curriculum easier, the courses are categorized by
experience level with space to note the date you have completed the training.

Baseline
- ❑ _____ Axis naming convention (online)
- ❑ _____ Axis product types (online)
- ❑ _____ Beginner networking series (webinar)
- ❑ _____ 60 seconds: video series (video)
- ❑ _____ Introduction to imaging (web article)
- ❑ _____ Introduction to networking (online)
- ❑ _____ Physical Access Control 101 & 201 (webinar)
- ❑ _____ Prepare your network video surveillance system (web article)
- ❑ _____ Technical guide to network video (web article)

First step
- ❑ _____ Intermediate networking series (webinar)
- ❑ _____ Latest and greatest product series (webinar)
- ❑ _____ Network Video Fundamentals (classroom)

Second step – deeper understanding
- ❑ _____ Applied image quality (online)
- ❑ _____ AXIS T8414 Installation Display (online)
- ❑ _____ Fiber optics with Axis products (online)
- ❑ _____ Identification and recognition (web article)
- ❑ _____ Image quality (web article)
- ❑ _____ Lights, Camera, Action! (online)
- ❑ _____ Low light solutions (web article)
- ❑ _____ Perfect pixel count (web article)
- ❑ _____ Site survey considerations (web article)
- ❑ _____ Sound in surveillance (web article)
- ❑ _____ Thermal Imaging (web article)
- ❑ _____ The Zoom Factor (video)
- ❑ _____ Troubleshooting Axis cameras (web article)
- ❑ _____ Visual light studio (educational app)
- ❑ _____ Wide Dynamic Range (web article)

Third step – specialize

- ❑ _____ Analytics for a smarter, safer world (webinar)
- ❑ _____ AXIS Camera Station (classroom)
- ❑ _____ Designing Network Video Solutions (classroom)
- ❑ _____ Entry Management System training (classroom)
- ❑ _____ Video Encoder Technologies (classroom)

System design tools
- ❑ _____ Axis Accessory Selector
- ❑ _____ Axis Camera Extension for the SketchUp® 3D CAD software
- ❑ _____ Axis Camera Families for Autodesk® Revit® (video tutorial)
- ❑ _____ Axis Coverage Shapes for Microsoft® Visio®
- ❑ _____ Axis Coverage Shapes (video)
- ❑ _____ AXIS Design Tool
- ❑ _____ AXIS Design Tool (video)
- ❑ _____ AXIS Guide App
- ❑ _____ Axis Lens Calculator
- ❑ _____ Axis Product Selector

Ready for more?

Jump into another track to increase your knowledge, or be on the path to becoming
an Axis Certified Professional. Keep an eye out for new and updated offerings on the
latest innovations.

Checklist: Installation and configuration

Use this checklist to help keep track of your educational achievements.
To make planning your curriculum easier, the courses are categorized by
experience level with space to note the date you have completed the training.

Baseline
❑ _____Axis naming convention (online)
❑ _____Axis product types (online)
❑ _____Beginner networking series (webinar)
❑ _____60 seconds: video series (video)
❑ _____Introduction to imaging (web article)
❑ _____Introduction to networking (online)
❑ _____Physical Access Control 101 & 201 (webinar)
❑ _____Prepare your network video surveillance system (web article)
❑ _____Technical guide to network video (web article)

First step
❑ _____Intermediate networking series (webinar)
❑ _____Network Video Fundamentals (classroom)

Second step – deeper understanding
❑ _____Analytics for a smarter, safer world (webinar)
❑ _____AXIS T8414 Installation Display (online)
❑ _____Fiber optics with Axis products (online)
❑ _____Power surges (web article)
❑ _____Top ten installation challenges (web article)
❑ _____Troubleshooting Axis cameras (web article)

Third step – specialize
❑ _____Entry Management System training (classroom)
❑ _____Monthly installation tip series (webinar)
❑ _____Product Installation and Configuration (classroom)

System design tools
❑ _____Axis Lens Calculator

Ready for more?

Jump into another track to increase your knowledge, or be on the path to becoming
an Axis Certified Professional. Keep an eye out for new and updated offerings on the
latest innovations.

Checklist: Axis Certification Program

Get the confidence you need to take the exam. Use this checklist in addition to your learning track checklist to ensure you are getting all the education you need to succeed in your role and become an Axis Certified Professional.

To make planning your curriculum easier, the courses are categorized by experience level with space to note the date you have completed the training.

Baseline
- ❑ _____ Axis naming convention (online)
- ❑ _____ Axis product types (online)
- ❑ _____ Beginner networking series (webinar)
- ❑ _____ Introduction to imaging (web article)
- ❑ _____ Introduction to networking (online)
- ❑ _____ Knowledge check (online)
- ❑ _____ Prepare your network video surveillance system (web article)
- ❑ _____ Technical guide to network video (web article)

First step
- ❑ _____ Identification and recognition (web article)
- ❑ _____ Image quality (web article)
- ❑ _____ Network Video Fundamentals (classroom)
- ❑ _____ Top ten installation challenges (web article)

Second step – deeper understanding
- ❑ _____ Applied image quality (online)
- ❑ _____ Analytics for a smarter, safer world (webinar)
- ❑ _____ Designing Network Video Solutions (classroom)
- ❑ _____ Fiber optics with Axis products (online)
- ❑ _____ Intermediate networking series (webinar)
- ❑ _____ Low light solutions (web article)
- ❑ _____ Lights, Camera, Action! (online)
- ❑ _____ Perfect pixel count (web article)
- ❑ _____ Product Installation and Configuration (classroom)
- ❑ _____ Site survey considerations (web article)
- ❑ _____ Thermal Imaging (web article)
- ❑ _____ Video Encoder Technologies (classroom)
- ❑ _____ Visual light studio (educational app)
- ❑ _____ Wide Dynamic Range (web article)

Third step – specialize
- ❑ _____ Axis Boot Camp (classroom)
- ❑ _____ Axis Certification Preparation training (classroom)
- ❑ _____ Practice test (online)

Notes

About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 2,000 dedicated employees in more than 40 countries around the world, supported by a network of over 75,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website www.axis.com.

Your learning is never complete!

Get access to the latest catalog at
http://www.axis.com/us/en/learning/
classroom-training/course-catalog

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