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Surfing for waves on the iPhone

Powered by Axis High Definition IP cameras Australia's SURFit.com brings the beach and break to the palm of your hand

Axis Communications, the market leader in network video, and leading Australian surf website SURFit.com, today launched an application that enables users to check the surf conditions from their iPhone and puts them in control of the camera.

In a world first for lifestyle applications the SURFit iPhone app allows users to remotely control and interact with the surf cameras by panning and zooming to check their favourite break or beach spot on 3G and WiFi. The smart Apple interface allows users to easily tap, swipe or pinch the screen to make the camera remotely pan, tilt or zoom to the area they want to check, providing a detailed view of the breaking wave.

The cameras, set up along Sydney's most popular beaches, are a range of AXIS Network Cameras which are enabled for advanced remote monitoring, for example the AXIS P5534 Network Camera at Bondi that complies with the SMPTE (Society of Motion Picture and Television Engineers) HDTV standards in resolution, color representation and frame rate to deliver HDTV 1080i or 720P resolution, 16:9 aspect ratio in full frame rate 30/25. With 18x optical zoom, 12x digital zoom and auto focus, it can instantly provide the desired wave break in perfect focus. The cameras are also specially built with humidity and glare control to supply the viewer with a crystal clear picture.

"You're in control and it's fun!" said Julian Warne, SURFit founder. "The cams give you the best coverage of over 100 surf breaks and you can zoom in and find the spot that's best for you. Whether you're on the bus, stuck in traffic, anywhere at any time, you can use SURFit to check where the surf's best. The SURFit iPhone app is packed with smart features like instant-on with no downloading; multiple users can share the cams; you can zoom straight to your favourite spots; or plan your whole surfing week with our exclusive 8 Day Surf Forecast. SURFit puts the whole ocean and beach lifestyle in the palm of your hand."

The SURFit application, which has been purpose built and customised for the iPhone, is the first app in the world to stream live video optimised for both 3G and WiFi. It is also the first app to offer users dual subscription and recharge options: for lite users it's just \$2.49 for a monthly subscription that includes unlimited views and 20 control credits; or for those hardcore surfers, control credits can be recharged at the same price.

For more information about SURFit, please visit www.SURFit.com/iphone.

About Axis Communications

Axis is an IT company offering network video solutions for professional installations. The

company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms. Axis is a Swedish-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

About SURFit

Founded in 2000, SURFit is part of IDEAS Systems, a family business run from Collaroy Beach, Sydney Australia that specialises in lifestyle content across surfing, fishing, snow, and skate. SURFit is the surf technology innovator, being the first and only green-hosted surfing website in Australia; the first with paid surf reporters; the first with customised controllable live surfcams on the internet, and now on the iPhone. Over the past decade SURFit has been behind millions of lifestyle content transactions for Telstra, Optus, Vodafone, Orange and News Ltd under strict quality and service level agreements. The SURFit iPhone app has been developed in partnership with Pantha Corp, IDEAS Systems and SURFit.com.

The SURFit Axis cameras are set up at Bondi, Collaroy, Cronulla, Curl Curl, Dee Why, Freshwater, Manly, Narrabeen and Long Reef beaches with more locations being added all the time.

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