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Axis introduces the first of a new generation of smaller, more cost-effective modular cameras for exceptionally discreet surveillance

AXIS P1244 Network Camera offers a cost-effective solution for indoor applications that require exceptionally discreet surveillance. The high-performance HDTV 720p modular camera features a thumb-sized sensor unit that is connected via a cable to a small main unit. It allows for versatile mounting options and is ideal for use in stores and banks, and for integration in tight places such as in ATMs and ticket/vending machines.

Axis Communications, the market leader in network video, today adds a high-performance HDTV 720p camera to its AXIS P12 Series of complete modular cameras for highly discreet surveillance. Compared with its predecessors, AXIS P1244 is smaller in size for easier, more versatile mounting. It offers better image quality in low and varying lighting conditions, provides improved video compression and analytics capabilities, and is affordably priced.

"The combination of better performance and a smaller size and price makes AXIS P1244 an attractive product for customers who are looking for a cost-effective, highly discreet surveillance solution," says Erik Frännlid, Director of Product Management, Axis Communications.

AXIS P1244 Network Camera is ideal for integration in tight places such as in ATMs and ticket/vending machines.

Modular concept
The modular concept divides a camera into different parts: a sensor unit comprising a lens and an image sensor, a main unit that houses the processor, network and power connections, and a cable that connects the sensor unit to the main unit. The modular concept allows for the discreet installation of a small sensor unit where needed while the main unit can be placed elsewhere where there is space.

Compact design
AXIS P1244 comprises a sensor unit with a 102° horizontal field of view. It can be mounted in tight places, or in walls or ceilings with the included flush mount kit. Optional accessories enable the sensor unit to be tilted in a surface or recessed mount. The sensor unit comes with an 8-m (26 feet) cable for connection to the main unit. The main unit of AXIS P1244 is three times smaller than previous AXIS P12 main units.

High-performance
AXIS P1244 supports full frame rate HDTV 720p videos, Zipstream technology for lower bandwidth and storage use, Power over Ethernet (PoE) for easy installation, and a microSD card slot for local storage. It has built-in Active Tampering Alarm and Video Motion Detection, and has a greater capacity to support additional video analytics that are compatible with AXIS Camera Application Platform.

AXIS P1244 is supported by the industry's largest base of video management software through the Axis Application Development Partner (ADP) Program as well as AXIS Camera Station and AXIS

Camera Companion. ONVIF support allows for easy integration with a wide range of video surveillance systems.

For photos and other resources, please visit:
http://www.axis.com/corporate/press/press_material.htm?key=p1244
http://www.axis.com/products/axis-p1224-e

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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 its 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 2,100 dedicated employees in more than 50 countries around the world, supported by a global network of over 80,000 partners. 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