

Lund, March 16, 2011

## **Axis introduces affordably priced, palm-sized network cameras for surveillance of outdoor areas**

**Axis Communications, the market leader in network video<sup>1</sup>, today presents cost-effective network cameras in a discreet fixed dome design for monitoring outdoor entrance areas of stores, restaurants, hotels, banks and offices.**

Designed for placement near building entrances, the palm-sized AXIS M31-VE Network Camera Series enables discreet surveillance for customers at an affordable price.

“The AXIS M31-VE Series is ideal for cost-conscious business owners and managers who would like to have high-quality discreet surveillance of entrance areas,” says Erik Frännlid, Director of Product Management at Axis.

The outdoor cameras can operate in temperatures from 50°C (122°F) down to -20°C (-4°F) and the impact-resistant casing comes with a weather shield for protection from sunlight, rain and snow. Models without the weather shield, which have a greater tilt range, are better suited for ceiling mounted installations such as in cold storage rooms or under porches.

AXIS M31-VE cameras are easy to install and are powered using Power over Ethernet, which means that only one standard network cable is needed for carrying power and video. The cameras can also detect tampering attempts such as blocking or spray-painting.

Having video surveillance at an outdoor entrance can help retailers, for example, to strengthen security and prevent losses. Another application is to use the cameras with intelligent applications such as people counting to monitor customers as they enter and leave the store.

Providing excellent quality progressive scan video at full frame rate, the camera series consists of AXIS M3114-VE models with up to 1 megapixel resolution, and AXIS M3113-VE cameras with SVGA 800x600 pixel resolution. AXIS M3114-VE additionally supports HDTV video conforming with HDTV 720p standards in color fidelity, resolution, frame rate and wide-screen aspect ratio.

AXIS M31-VE cameras are supported by AXIS Camera Station video management software and the industry’s largest base of application software through Axis’ Application Development Partner program. The AXIS M31-VE Series will be available to order in Q2, 2011. For photos and other resources, please visit

[www.axis.com/corporate/press/press\\_material.htm?key=m31ve\\_series](http://www.axis.com/corporate/press/press_material.htm?key=m31ve_series).

**Notes to editors**

1 Axis Communications is the world leader in the network video market. The network camera market is set to have a CAGR of 27 per cent per year over the next five years. The world market for video surveillance products is forecast to be worth more than \$14.4 billion by 2014 according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2009 Edition' published in August 2009.

**About Axis**

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 Sweden-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 Nordic, under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)

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