

Lund, March 16, 2004

## **Axis introduces next generation network camera - setting new standards in image quality**

**Axis Communications introduces the first network camera based on its new breakthrough video processing technology. The new AXIS 210 delivers outstanding performance and superior video quality for professional indoor surveillance applications at an attractive price. Other benefits include progressive scan, built-in motion detection and support for advanced event management.**

With the introduction of the AXIS 210 Network Camera, Axis takes advanced IP-based video surveillance to a broader market, enabling customers to benefit from the significant cost savings and powerful advantages of open systems networking compared with traditional CCTV and DVR-based solutions.

The AXIS 210 Network Camera offers users professional grade indoor performance at a very competitive price. Backed by the industry's largest base of software applications for video and alarm management, AXIS 210 is an ideal choice for securing offices, shops and other facilities over the local area network or across the Internet.

Utilizing Axis' new ARTPEC-2 video compression chip and advanced signal processing, AXIS 210 delivers an image quality superior to competing products on the market. Equipped with sophisticated smart functions for event handling with multiple ways of notification, flexible image scaling and support for video motion detection, AXIS 210 is a comprehensive solution for remote monitoring and security surveillance applications.

AXIS 210 uses the Motion JPEG video format to secure the highest possible image quality and detail resolution. For applications where available bandwidth is restricted and higher frame rates are required, support for MPEG-4 will be offered as a free downloadable upgrade, available in Q3 2004.

Other benefits include its easy set-up and configuration. Thanks to the built-in Web server and Universal Plug and Play (UPnP) support, the camera can be connected to an IP network, or even the Internet, in seconds. Once installed, the AXIS 210 delivers real-time images or live video feeds with up to 30 frames/second in full VGA resolution.

AXIS 210 will be available through Axis' distribution channels in the beginning of Q2 2004. For product images, please visit: [www.axis.com/corporate/press/cam\\_vid\\_photos.htm](http://www.axis.com/corporate/press/cam_vid_photos.htm)

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**About Axis**

*Axis increases the value of network solutions. The company is an innovative market leader in network video and print servers. Axis' products and solutions are focused on applications such as security, surveillance, remote monitoring and document management. The products are based on in-house developed chip technology, which is also sold to third parties.*

*Axis was founded in 1984 and is listed on the Stockholmsbörsen (XSSE: AXIS). Axis operates globally with offices in 14 countries and in cooperation with distributors, system integrators and OEM partners in 70 countries. Markets outside Sweden account for more than 95% of sales. Information about Axis can be found at [www.axis.com](http://www.axis.com).*