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## Axis introduces discreet day and night network camera to provide affordable HDTV surveillance for retailers

**Axis Communications, the world leader in network video, announces a new strong addition to the successful AXIS M11 Network Camera Series. The new cameras with built-in IR-LED illumination are specially designed for easy and discreet day and night surveillance, comprising HDTV quality and the highly efficient H.264 video compression, making them ideal for professional surveillance in any retail environment.**

“Image quality, compact design, as well as cost are key issues for the retail segment,” says Johan Åkesson, Director Business Development Retail, Axis Communications. “AXIS M11 Network Camera Series meet these demands; the fixed dome cameras deliver excellent video quality, have a discreet design and are very competitively priced.”

“The integration of IR LEDs in our new camera models provides an affordable and attractive offering, fulfilling the market’s demand for a discreet all-in-one, day and night indoor surveillance solution” says Johan Åkesson. “These new models provide adjustable IR LED illumination which is invisible to the human eye, and are ideal for discovering objects in a range of up to 15 meters (50ft.), even in complete darkness.”

Lighting conditions in retail stores vary from dark environments to excellent light areas. To complement an installation in low light areas the new AXIS M11-L Network Cameras with integrated IR LED illumination provide the best image quality in such areas. With their slim and compact design, the cameras enable quick and easy installation, simple setup and a trouble-free surveillance in retail stores where security is required round-the-clock. AXIS M11-L Network Cameras include both an SVGA-resolution camera model and an HDTV model providing 720p video at full frame rate.

Retailers using Axis network video products include Benetton, Tally Weijl, Lacoste, Hugo Boss and Spar. For a complete list of Axis’ customer stories in retail environments, please visit: <http://www.axis.com/solutions/video/retail/literature.htm?tab=cv>.

The cameras will be available to order in Q2 2012. For photos and more, please visit [http://www.axis.com/corporate/press/press\\_material.htm?key=m11\\_series](http://www.axis.com/corporate/press/press_material.htm?key=m11_series).

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***About Axis Communications***

*As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the*

*shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform. Axis has more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com)*