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## **Axis strengthens its retail offering with new series of cost-effective surveillance cameras**

**Axis Communications introduces a new series of compact and affordable fixed dome network cameras designed for retail video surveillance. AXIS M32 Network Cameras provide excellent image quality – including support for HDTV – and offer quick and easy installation features.**

“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 M32 Network Cameras meet these demands; the fixed dome cameras deliver excellent video quality, have a discreet design and are very competitively priced.”

Network video has been very successful in addressing the video surveillance needs of retailers. In addition to more efficient loss prevention, network cameras provide advantages compared with analog CCTV, such as seamless integration with Point Of Sales (POS) and Electronic Article Surveillance (EAS) systems and possibilities for people counting, customer flow analysis, store planning and evaluation. Axis was first to bring the benefits of network video technology to applications throughout the retail sector. Retailers benefit from ready-made applications that enable them to minimize loss, improve merchandising, effectiveness, increase staff security and improve the bottom line. Retailers using Axis network video products include Benetton, Target, Tally Weijl, Lacoste and Hugo Boss.

AXIS M32 Series delivers higher image resolution than traditional analog CCTV cameras. The cameras are equipped with varifocal lenses, and the option of megapixel and HDTV make them very well suited for retail environments. The robust versions, AXIS M3203-V and AXIS M3204-V, are ideal in tougher environments such as warehouses.

AXIS M3203-V offers SVGA resolution in full frame rate. AXIS M3204 and AXIS M3204-V provide HDTV video quality in full frame rate. AXIS M3203 and AXIS M3204 are also available with a black casing.

AXIS M32 Series provides easy installation features. The pixel counter, for example, helps verify that the pixel resolution of an object or face meets regulatory or specific customer requirements. Power over Ethernet (PoE) enables power and video to be carried on one Ethernet cable, making installation easy and reducing installation costs. The support for H.264 compression further saves money by minimizing storage and network bandwidth demands.

AXIS M32 Network Cameras are supported by the industry’s largest base of video management software through the Axis Application Development Partner program as well as by AXIS Camera Station. The cameras will be available in Q2 2010 through Axis’ distribution channels. For

photos and other resources, please visit

[www.axis.com/corporate/press/press\\_material.htm?key=m3204](http://www.axis.com/corporate/press/press_material.htm?key=m3204)

***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](http://www.axis.com).*

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