

London, March 21, 2011

Axis introduces world's smallest HDTV pan/tilt/zoom cameras that help stores improve sales

Axis Communications, the market leader in network video¹, today presents the world's smallest, ceiling mount pan/tilt/zoom dome cameras. The AXIS M50 PTZ Dome Network Camera Series offers business managers a highly discreet and affordable solution for remotely monitoring indoor areas, such as stores, banks, hotels, office lobbies, restaurants and warehouses, to more effectively manage one or more locations and improve security.

With a sleek and compact design, AXIS M50 cameras are only 13 cm (5.1") wide and 5.6 cm (2.2") high, enabling discreet, high-quality 360° surveillance in HDTV. A built-in microphone also allows managers to use the audio detection function to monitor for unusual noises during off-hours to trigger a security alarm.

"AXIS M50 cameras are affordably priced mini PTZ domes that give the big picture," says Erik Frännlid, Axis' Director of Product Management. "The AXIS M50 Series brings the flexibility and benefits of a pan/tilt/zoom camera, and Axis' design and quality hallmarks, down to a price level that is now affordable for many small retailers and offices. Store owners sitting at a remote location will have the flexibility to pan, tilt and zoom the camera to gain a 360° view. It's perfect for getting an overview of a store, for checking if shelves are stocked and items are properly promoted, and for getting customer behaviour information needed to increase sales, improve service and retain shoppers. If the store layout changes, the camera's view can be changed without having to relocate the camera. And as with any surveillance camera, AXIS M50 can also help in an event investigation, in reducing losses, and in securing the store."

The mini PTZ dome cameras are easy to install on soft and hard ceilings, and on walls. The cameras can cover an area of up to 400 sq. m. (4,300 sq. ft.). With an IP51 rating, the cameras are dustproof and protected from dripping water, enabling video to be taken even when a sprinkler system is activated. The cameras are powered using Power over Ethernet (IEEE 802.3af), which simplifies installation since a standard network cable—when connected to a switch with Power over Ethernet support—will carry power, video and PTZ controls.

The new PTZ dome series consists of AXIS M5014, with HDTV 720p, and AXIS M5013, with SVGA 800x600 pixel resolution. HDTV 720p in AXIS M5014 entails a 1280 x 720 pixel resolution, progressive scan, HDTV colour fidelity, full frame rate and a 16:9 format. AXIS M50 cameras can deliver multiple, individually configurable H.264 and Motion JPEG video streams simultaneously.

AXIS M50 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. AXIS M50 Series will be available to order in April 2011 at the suggested retail price of US\$ 499 for AXIS M5013, and US\$ 599 for AXIS M5014.

To view a video about the AXIS M50 PTZ Dome Network Camera Series visit http://www.axis.com/products/cam_m5014/video/index.htm

For photos and other resources, please visit www.axis.com/corporate/press/press_material.htm?key=m50series.

Notes to editors

Axis Communications is the global market 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 \$14,474 million by 2014 according to industry analyst house IMS Research (www.imsresearch.com) in its latest 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 analogue 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 NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

For all media enquiries, please contact:

*Fiona Whyatt, Insight Marketing & Communications
Phone: + 44 (0) 1625 500800, E-mail: axis@insightmkt.com*

For more information about Axis' range of network video cameras and applications, please visit www.axis.com. Follow us on Twitter at <http://twitter.com/AxisIPVideo>.