

London, June 30, 2009

Axis video server delivers live footage of peregrine falcons at Derby Cathedral to the world

Axis Communications, the global leader in the network video market¹, has provided an AXIS 241QA Video Server to convert analog into digital images to share the progress of peregrine falcons nesting on Derby Cathedral.

Peregrine falcons first nested on Derby's cathedral in the East Midlands, UK in 2006, aided by a partnership between Derby Museum and Art Gallery, Derbyshire Wildlife Trust and Derby Cathedral. Since then the same pair of birds have raised a total of 11 chicks. The birds' progress has been monitored by analog cameras and the images brought onto the network thanks to an AXIS 241QA Video Server.

The Derby Cathedral Peregrine Project was keen to be able to monitor the progress of the birds to understand behaviors and also to be able to access and share images and information with others 24 hours a day. An AXIS 241QA Video Server was chosen so that it could transform the analog CCTV footage into digital images so that a live feed could be viewed from anywhere in the world via the project's website and blog; it also enables enthusiasts to send links and images to social networking sites including photo website Flickr.

Nick Moyes, senior keeper of natural sciences at Derby Museum & Art Gallery explains: "Although three analog cameras were installed on the nest, the Axis video server gives us all the flexibility we need to run the project. We're delighted we chose a four-channel model with audio capability. Not only does it give us the ability to add new cameras, but sound brings an added dimension to the video clips that we post on our blog and have also been included in a fund-raising DVD. The quality and digitization of the video clips means that they have been used in nature programmes including BBC's Springwatch.

"Using the Axis 241QA video server, we can switch camera feeds to our web pages whether we're at work or at home. We have it set up so that images from all four cameras can be viewed on a single page. We have also been able to build a controller so we can now remotely zoom and focus our main nest camera, thanks to the helpful wiring diagram of the video server in its user manual. Taking snapshots for adding to our blog is really easy, and the device also seemed quite tolerant when we split the video feeds so that we have 24 hour DVD/HDD recording to capture those magic moments."

The peregrines are proving to be popular Derby residents as by the time the four young chicks had flown the nest this month, the project webcam pages had taken over 400,000 visitor hits this year. Webcam watchers had posted over a thousand webcam screen captures to Flickr and left over 3,000 comments on the project's blog.

Phil Doyle, managing director, UK & Ireland, Axis Communications said of the project: “This project is so exciting and it’s great that technology can play its part in understanding these magnificent birds. Being able to make the most of the original investment in analog cameras was a very important consideration for the project, but in order to share images and maintain interest from around the world, it was imperative that the live feeds could be shared over the Internet and the AXIS 241QA Video Server was crucial to making that happen.”

The Derby Cathedral Peregrine Project is now working with Derbyshire Wildlife Trust to develop school and other outreach activities so that more people can appreciate peregrine falcons. For more information and to view live feeds to the platform please visit www.derby.gov.uk/peregrines

Some facts about peregrine falcons:

- The fastest creatures on the planet being able to swoop down on their prey at speeds of up to 200 mph
- They nearly reached extinction 50 years ago after chemicals like DDT entered the environment and affected their ability to lay viable eggs
- Peregrines are now protected by law in the UK and populations are recovering to their pre-war levels.

To find out more about how to convert analog CCTV systems to network surveillance solutions, please visit www.axis.com/

Notes to editors

Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, 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 2008 Edition’ published in November 2008.

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 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

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