

Watford, April 27, 2016

## **New high performance compact cameras deliver powerful and discreet indoor video surveillance**

**New palm-sized mini dome network cameras allow easy installation indoors and are ideally suited for discreet video surveillance and analytics for businesses such as hotels, restaurants, retail shops, offices and schools**

Axis Communications, the market leader in network video, has introduced three new mini dome network cameras to the AXIS M30 Series. These latest additions will enable a variety of organisations to access a discreet and effective video surveillance solution, with the possibility of adding third party analytics applications for business intelligence purposes.

Businesses will benefit from HDTV image quality, Wide Dynamic Range (WDR) technology which can adapt to variable lighting conditions and Axis' new Zipstream technology to reduce storage and bandwidth requirements without sacrificing important image details.

The new cameras offer individually configurable H.264 and Motion JPEG video streams, with the series offering video motion detection and an active tampering alarm, as well as support for third party video analytics applications such as people counting. By fully utilising Axis' Corridor Format, the sensor can provide vertically oriented video streams when monitoring narrow areas such as staircases, hallways or aisles. This combination allows the accurate tracking of footfall in a reliable, affordable way, allowing organisations such as retailers to make informed decisions on the success of promotions, sales conversions, or the better management of resources during peak business hours.

“Our new AXIS M30 cameras offer superb video quality in indoor environments at a very attractive price point. This makes them ideally suited for business installations where many cameras are needed to cover the whole area without blind spots,” states Erik Frännlid, Director of Product Management at Axis Communications. “The cameras are easy to install and come factory-focussed. With their compact dimensions they can be mounted very discreetly. Customers get a high quality product that has undergone rigorous testing and offers great reliability. We underline this with a three year warranty.”

In order to solve the issue presented by powering cameras in remote locations, each of the new cameras feature Power over Ethernet (PoE), allowing for simple powering of devices that would otherwise be difficult to reach. The series also utilises an integrated MicroSD / MicroSDHC memory card slot for edge storage applications in situations with limited bandwidth. These factory-focussed cameras can be mounted on walls or ceilings and easily levelled and directed in any direction using a 3-axis camera angle adjustment.

The M30 line features HDTV video from 720p to 1080p, operating at up to 30fps and providing

detailed, consistent monitoring, vital when looking to protect businesses such as hotels and restaurants. The M3046-V camera takes this further, providing 4MP resolution at up to 30 fps and also offering HDMI support. AXIS M3046-V can also be used as an alternative to a camera with varifocal lens – its 4MP resolution and digital PTZ capability enable sharp, cropped out views in HDTV 1080p, for example, with a horizontal field of view between 95° and 125°.

AXIS M30 cameras are supported by the industry's largest base of video management software through the Axis Application Development Partner (ADP) Program, and AXIS Camera Station. The cameras also include support for AXIS Camera Application Platform and ONVIF for easy system integration.

For photos and other resources, please visit:

[http://www.axis.com/corporate/press/press\\_material.htm?key=m30series](http://www.axis.com/corporate/press/press_material.htm?key=m30series)

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#### ***About Axis Communications***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network.*

*Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.*

*Axis has more than 1,900 dedicated employees in more than 40 countries around the world, supported by a network of over 70,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com)*

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