



PRESS RELEASE

Chelmsford, Mass., March 30, 2011

Axis Introduces Outdoor-Ready Affordable Cameras with Slim and Compact Design

AXIS M11-E Series Network Cameras provide HDTV and SVGA options for easy-to-install, flexible solutions for outdoor surveillance

CHELMSFORD, Mass. – March 30, 2011 – Axis Communications, the global leader in the network video market¹, today announces new outdoor-ready and affordable fixed cameras that support HDTV video quality. With an easy to install and flexible design, the new AXIS M11-E cameras come with a wide choice of CS-mount lenses and are perfect for monitoring office buildings, gate, retail stores and gas stations.

Thanks to their slim and compact design, the AXIS M11 Series – which includes AXIS M1103, AXIS M1104, AXIS M1113, AXIS M1114 and now AXIS M1113-E and AXIS M1114-E – are ideal for both indoor and outdoor installations where video surveillance is used as a deterrent. The new outdoor-ready cameras deliver superb image quality and support multiple, individually configurable, high-resolution video streams in H.264 and Motion JPEG up to 30 fps in full resolution. Power over Ethernet enables power and video to be carried over the same cable, and the sunshield and casing are made of UV resistant polymer and require no additional heater. The cameras can operate in a temperature range of -4 °F to 122 °F.

“Axis’ M-line series of cameras – from fixed, to fixed dome, to PTZs – was created to bring high-quality network video surveillance to a wider market with an affordable price point,” said Fredrik Nilsson, general manager, Axis Communications Inc. “These new AXIS M11-E combined with the M31-VE dome network cameras announced earlier this month mark the first true outdoor-ready cameras in the M-line and provide a great outdoor complement for cost-sensitive installations.”

Providing excellent image quality, the outdoor-ready cameras in the series include AXIS M1114-E with up to one megapixel resolution and 720p video conforming with HDTV standards for color fidelity, resolution, frame rate and wide-screen aspect ratio. AXIS M1113-E features SVGA 800x600 pixel resolution.

AXIS M11-E Network Cameras are supported by the industry’s largest base of video management software through the Axis Application Development Partner program and AXIS Camera Station. In addition, the cameras include support for AXIS Video Hosting System (AVHS) with One-Click Camera connection for managing video monitoring services over the Internet.

The cameras will be available in Q2 2011 with a suggested retail price of \$549 for the AXIS M1113-E and \$649 for the AXIS M1114-E. For photos and other resources, please visit

http://www.axis.com/corporate/press/press_material.htm?key=m11eseries.

Notes to editors

Axis Communications is the world 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 \$14.4 billion 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 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 Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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