

*Chelmsford, Mass., March 16, 2011*

## **Axis Introduces Affordably Priced, Palm-Sized Network Cameras for Surveillance of Outdoor Areas**

**New outdoor-ready, vandal-resistant fixed domes added to AXIS M31 Series provide high-resolution solution for monitoring entrances**

CHELMSFORD, Mass. – March 16, 2011 – Axis Communications, the global leader in the network video market<sup>1</sup>, today presents cost-effective network cameras in a discreet fixed dome design for monitoring outdoor entrance areas of stores, restaurants, hotels, banks and offices.

The palm-sized AXIS M31-VE Fixed Dome Network Camera Series can operate in temperatures from 122°F down to -4°F, and the vandal-resistant casing comes with a weather shield for protection from sunlight, rain and snow. Models without the weather shield, which have a greater tilt range, are better suited for ceiling mounted installations such as in cold storage rooms or under building eaves.

Providing excellent quality progressive scan video at full frame rate, the camera series consists of AXIS M3114-VE with up to HDTV 720p video resolution conforming with SMPTE standards for color fidelity, resolution, frame rate and wide-screen aspect ratio, and AXIS M3113-VE with SVGA 800x600 pixel resolution.

Having video surveillance at an outdoor entrance can help retailers and educational facilities, for example, to strengthen security and prevent losses. Another application is to use the cameras with intelligent applications such as people counting to monitor customers and visitors as they enter and leave the facility.

“Since a building’s entrance is often the first impression that a company can give its customers – yet also the first point of vulnerability – end-users value a high-quality surveillance camera with a discreet design,” said Fredrik Nilsson, general manager, Axis Communications Inc. “These new vandal-resistant and outdoor-ready additions to the M31 Series are ideal for business owners and managers who want to protect their buildings and add intelligence to their surveillance systems in a cost-effective way.”

The first products in the AXIS M31 Series were launched in 2010 with the introduction of AXIS M31-R, ruggedly designed fixed domes meant for mobile surveillance in buses, trains, subway cars and emergency vehicles.

AXIS M31 network cameras are easy to install and are powered using Power over Ethernet, which means that only one standard network cable is needed for carrying power and video. The cameras can also detect tampering attempts such as blocking or spray-painting.

AXIS M31-VE 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. The AXIS M31-VE Series will be available to order in Q2 2011 with a suggested retail price of \$499 for the AXIS M3113-VE and \$599 for the AXIS M3114-VE.

For photos and other resources, please visit:

[www.axis.com/corporate/press/press\\_material.htm?key=m31ve\\_series](http://www.axis.com/corporate/press/press_material.htm?key=m31ve_series).

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

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