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Axis Brings Color-at-Night Lightfinder Technology and Integrated IR-LEDs to Popular Fixed Dome Series at ISC West

AXIS P33 Series upgrades also include extreme low light sensitivity enabled by ARTPEC-4 processor, improved H.264 compression for higher efficiency, and exceptional processing power for enhanced video analytics

CHELMSFORD, Mass. – ISC West Booth #18051 – March 28, 2012 – Axis Communications, the world leader in network video, introduces new AXIS P33 Fixed Dome Network Cameras that incorporate Axis' latest imaging technology for outstanding video quality, including color-at-night Lightfinder functionality and P-Iris control, as well as improved processing power and video analytics performance. Two of the new AXIS P33 Series models also integrate IR illumination with high-efficiency LED technology.

The eight new AXIS P33 Fixed Dome Network Cameras include indoor models streamlined for cost-efficiency, as well as indoor and outdoor models offering features such as vandal resistance, audio, I/O ports and integrated IR illumination:

- AXIS P3353 (\$599) SVGA indoor model
- AXIS P3354 (\$699) HDTV 720p indoor model
- AXIS P3363-V (\$699) SVGA vandal-resistant indoor model
- AXIS P3364-V (\$799) HDTV 720p vandal-resistant indoor model
- AXIS P3363-VE (\$859) SVGA vandal-resistant outdoor-ready model
- AXIS P3364-VE (\$959) HDTV 720p vandal-resistant outdoor-ready model
- AXIS P3364-LV (\$899) HDTV 720p vandal-resistant indoor model with integrated IR
- AXIS P3364-LVE (\$1,059) HDTV 720p vandal-resistant outdoor-ready model with integrated IR

The cameras provide SVGA or HDTV 720p/1.3MP resolution based on a new, state-of-the-art top-quality 1/3" image sensor. Two varifocal lens options are available, and P-Iris technology precisely controls the iris for crisp and sharp images. Wide-angle models offer an angle of view of more than 100° for broader scene coverage.

The IR models (-L) incorporate innovative long-life LED technology that is extremely power-efficient and minimizes heat dissipation. Since the LEDs are adjustable in angle of illumination and intensity, the integrated IR solution is easy-to-install and is optimized for the scene. This results in high-quality, low-noise video in complete darkness.

“AXIS P33 Series has been one of our most popular lines thanks to its easy-to-install modular design, remote focus and zoom, range of features and, of course, image quality,” said Fredrik

Nilsson, general manager, Axis Communications, Inc. “The new Lightfinder technology brings image quality to yet another level, while the exciting addition of integrated IR makes the AXIS P33 Series ideal for nearly every application and vertical market.”

All cameras in the AXIS P33 Series offer a modular design with quick and easy installation capabilities including remote zoom and the pixel counter to optimize the viewing angle with the required pixel resolution. Remote focus is included to eliminate the need for manual focusing at the camera, and standard Power over Ethernet requires only one network cable to carry both power and data – even for weatherproof models operating in extreme temperatures and cameras that integrate IR illumination. Highly efficient H.264 Main Profile also reduces bandwidth and storage by approximately 20 percent.

AXIS P33 fixed dome models are supported by the industry’s largest base of video management software through Axis’ Application Development Partner Program and AXIS Camera Station. The cameras include AXIS Camera Application Platform with increased processing power for better analytics performance, as well as AXIS Video Hosting System and ONVIF for easy camera system integration. Additionally, with a built-in SD/SDHC memory card slot, AXIS P33 Series provides a great complement to the recently released AXIS Camera Companion solution for small camera count systems.

The new AXIS P33 Network Cameras are expected to be available in Q2 2012 at suggested retail prices ranging from \$599 to \$1,059. For photos and other resources, please visit: www.axis.com/corporate/press/press_material.htm?key=p33_56_group.

About Axis Communications

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world – driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis’ products and solutions are based on an innovative, open technology platform.

Axis has more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.

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