

Chelmsford, Mass., June 13, 2012

## **Axis Introduces Attractively Priced Fixed Mini Domes with HDTV Resolution, Intelligent Video and Edge Storage for Indoor Surveillance**

**Palm-sized AXIS M30 IP cameras support AXIS Camera Companion, hosted video and AXIS Camera Application Platform for a variety of price-sensitive installations**

**CHELMSFORD, Mass. – NRF-LP – June 13, 2012** – Axis Communications, the global market leader in network video, today announces a series of sleek, intelligent and affordable HDTV-quality indoor fixed mini domes for surveillance in retail stores, hotels, schools, banks and offices. Measuring only 4” x 2”, the new IP cameras in the AXIS M30 Series include AXIS M3004 with up to HDTV 720p and 1 MP resolution and AXIS M3005 with up to HDTV 1080p.

The low-profile surveillance cameras will be on display at next week’s National Retail Federation’s annual Loss Prevention Conference and EXPO (NRF-LP) in Axis booth #1109.

“As we continue to drive the video surveillance world from its analog past into to the digital future, it’s important that we deliver high-quality IP cameras at an affordable price so system users large and small can enjoy the benefits of IP video,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “With support for AXIS Camera Companion, hosted video and third-party VMS (video management software) from our Application Development Partners, the new AXIS M30 Series cameras provide an HDTV-quality option in a fixed dome format that fits into any price-sensitive solution.”

The palm-sized, dust-resistant AXIS M30 cameras are designed for quick and flexible installation, and optional colored skins for the casing are available to enable the camera to blend in with the customer’s environment.

With a unique 3-axis lens, installers can mount the cameras on walls or ceilings and easily adjust the camera direction and image angle. This lens also enables support for Axis’ Corridor Format, which delivers a vertically oriented video stream (i.e. 9:16) to maximize surveillance coverage of corridors, staircases or store aisles.

AXIS M3004 and AXIS M3005 Fixed Dome Network Cameras offer horizontal viewing angles of 80° and 118°, respectively. The cameras come pre-focused for the integrator to shorten installation time, and optional lenses are available for different angles of view.

AXIS M30 cameras include a 6’6” network cable and are powered using Power over Ethernet (IEEE 802.3af), which eliminates the need for power cables and reduces installation costs. The cameras can send multiple H.264 and Motion JPEG video streams simultaneously for user flexibility, and have support for AXIS Camera Application Platform to enable third-party

intelligent video applications to run inside the camera itself, such as people counting, business and operational intelligence, and cross-line detection.

The cameras' built-in MicroSDHC card slot enables several days of HDTV-quality recording to be stored locally. When used together with the free AXIS Camera Companion software, users have an easy and cost-effective way to remotely view and manage video for up to 16 cameras per site.

AXIS M30 cameras are also supported by AXIS Camera Station software and third-party VMS through Axis' Application Development Partner Program. In addition, the cameras support AXIS Video Hosting System (AVHS) with One-Click Camera connection and ONVIF specification for interoperability of network video products.

AXIS M3004 and AXIS M3005 with suggested retail prices of \$279 and \$379, respectively, are expected to be available for order in Q3 2012.

□ **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](http://www.axis.com).*

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