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Axis Introduces a Series of Miniature HDTV Cameras for Exceptionally Discreet and Covert Surveillance

Indoor and outdoor-ready models in AXIS P12 Series provide HDTV-quality video, Power over Ethernet and edge storage support with a thumb-sized camera head

CHELMSFORD, Mass. – ASIS International Booth #2622 – September 4, 2012 – Axis Communications, the world leader in network video, introduces the exceptionally small AXIS P12 Network Camera Series of uniquely designed indoor and outdoor-ready IP cameras for discreet or covert surveillance. The cameras' miniature sizes, different form factors and specifically designed mounting accessories and enclosures enable easy installation into very tight spaces, making them ideal for discreet surveillance applications in retail stores, banks and ATMs, hotel lobbies and building doorways.

AXIS P12 Series includes three models: the pinhole AXIS P1204 and AXIS P1214 models ideal for indoor environments, and the IP66-rated AXIS P1214-E model suited for both indoor and outdoor applications.

Each camera in the AXIS P12 Series consists of a small sensor unit that includes the camera head and progressive scan image sensor, which is connected up to 26 ft. away from the main unit that contains the camera electronics and additional features. Corresponding mounting accessories are also included with the cameras.

“The AXIS P12 Series will be especially attractive for customers looking for the flexibility to install a camera where there isn't much space or where they want a clean design – such as inside an ATM for that close-up face shot or a building entranceway for unobtrusive installation,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “HDTV video in a covert form factor is a powerful tool.”

AXIS P12 Series provides up to HDTV 720p video at full frame rate with multiple, individually configurable video streams in H.264 compression to greatly optimize bandwidth and storage without compromising image quality. Motion JPEG is also supported for increased flexibility.

The cameras can be powered over Ethernet or via an optional external power supply, and edge storage is supported so recordings can be saved to a microSD/microSDHC card or Network Attached Storage (NAS) device. Furthermore, the cameras feature I/O ports for connecting external devices as well as embedded video intelligence like motion detection and tampering alarm, with support for third-party applications running on AXIS Camera Application Platform.

AXIS P12 Series is supported by AXIS Camera Station and the industry's largest base of video management software through the Axis Application Development Partner Program. The cameras

include support for AXIS Camera Companion, Hosted Video and ONVIF for easy camera system integration.

The cameras are expected to be available in October 2012 through Axis' distribution channels at the suggested retail price of \$499.

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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