

*Chelmsford, Mass., September 5, 2012*

## **Award-winning AXIS Camera Companion Client Software Upgraded to Support Audio, Video Identification, Public View Monitors and Corridor Format**

**After topping 20,000 downloads, ASIS Accolades-winning software a popular choice for retail and small business environments; new AXIS M1014 Network Surveillance Kits create most affordable 720p HDTV four-camera solution**

CHELMSFORD, Mass. – ASIS International Booth #2622 – September 5, 2012 – Axis Communications, the world leader in network video, today announces a major upgrade to the free award-winning software client, AXIS Camera Companion, that includes support for audio, Public View Monitors, Axis' Corridor Format and video identification. These upgrades to AXIS Camera Companion, which was recently named "Security's Best Winner" in the 2012 ASIS Accolades Awards Competition, will be especially beneficial for retail stores that have surveillance systems of 16 cameras or less.

"The first version of AXIS Camera Companion was well received by the market. By August 2012, we had already registered more than 20,000 downloads of the software. This indicates that users really appreciate the simplicity of AXIS Camera Companion and the superb HDTV image quality offered by IP cameras," said Peter Friberg, director of system and services, Axis Communications, AB. "Based on input from customers and partners, we are taking the next step (with this upgrade) and introducing a selection of features that will add even more value for small business owners."

New features of AXIS Camera Companion 1.2 include:

Support for one-way audio to easily listen in on the area under surveillance. Since AXIS Camera Companion leverages IP technology, audio integration is simple and affordable with a single network cable to transmit both audio and video.

Integration with Public View Monitors for loss prevention in retail environments. By downloading a third-party application to a mobile device, the cameras can be configured to stream live images to any standard monitor.

Ability to leverage Axis' unique Corridor Format with compatible network cameras to produce a portrait-view, 9:16 aspect ratio for more accurate surveillance of vertically-oriented areas such as hallways, staircases and aisles.

Features for digital identification of exported material to ensure that the video is accurately preserved for use as evidence.

Axis also announces the availability of competitively-priced AXIS M1014 Network Camera Series Surveillance Kits, a package of four 720p HDTV IP cameras coupled with an AXIS Camera Companion CD starting at \$799 that is perfect for the smaller retail store.

Unlike analog CCTV installations, AXIS Camera Companion does not require a central recording device – i.e. a digital video recorder (DVR), network video recorder (NVR) or even a computer to operate – making the IP-based digital surveillance system affordable and easy to use for small camera system owners. All images are recorded onto a standard SD memory card inside each camera or video encoder, and the system continues to record even if the network fails.

The free AXIS Camera Companion client software enables surveillance system owners of 16 cameras or less to use network cameras – including HDTV-quality cameras – to help clearly identify intruders, shoplifters and other incidents as part of an affordable IP-based surveillance system. Video can be viewed live and recordings played back either onsite or remotely over the Internet, and the system supports third-party apps on leading smartphones and tablets, including iPhone, iPad and Android devices. The system supports motion detection and PTZ control, and video clips and snapshots can be easily exported to colleagues and authorities.

AXIS Camera Companion will be formally named the ASIS Accolades “Security’s Best Winner” at the ASIS International 2012 award luncheon on Monday, Sept. 10th. Additionally, the software client will be on display alongside the recently announced AXIS P3384/-V Fixed Dome Network Camera in the Accolades Showcase in the Grand Hall during next week’s show. Winners will also be highlighted during the Seminar’s “What’s New on the Floor” session on Tuesday, Sept. 11th at 1:45-3:00 p.m. in Room 114 of the Pennsylvania Convention Center.

AXIS Camera Companion was also honored with an ESX Maximum Impact Award as the Best Video Surveillance System in June 2012.

The new AXIS Camera Companion 1.2 software client is available immediately for free download from [http://www.axis.com/products/cam\\_companion\\_software/index.htm](http://www.axis.com/products/cam_companion_software/index.htm).

#### ***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 1,200 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).*

#### **Contacts:**

*Domenic Locapo  
Axis Communications  
978-614-2074  
[dlocapo@axis.com](mailto:dlocapo@axis.com)*

*Matt Flanagan*  
*fama PR, Inc.*  
*617-986-5002*  
[axis@famapr.com](mailto:axis@famapr.com)