

*Chelmsford, Mass., September 10, 2012*

## **Axis Introduces Affordably-Priced Wide-Angle, 3MP, 1080p HDTV Fixed Dome Camera**

**AXIS M3006-V mini dome with a 134° view, edge storage and digital PTZ is perfect for price-sensitive markets that desire maximum performance**

CHELMSFORD, Mass. – ASIS International Booth #2622 – September 10, 2012 – Axis Communications, the global market leader in network video, today presents a competitively priced 3-megapixel / 1080p HDTV, vandal- and dust-resistant fixed mini dome camera with a wide-angle view. The easy-to-install indoor AXIS M3006-V Network Camera with multiple colored skins and edge storage support has been designed to meet video surveillance needs of price-sensitive markets such as retail, banking, hospitality, education and office environments.

AXIS M3006-V provides a standard wide viewing angle of 134° to place more pixels on target. For instance, when installed near an inside corner of a store, it offers complete coverage by enabling viewers to observe the shelves on either side of the camera. Other viewing angles can be achieved through optional accessory lenses.

AXIS M3006-V also supports digital pan/tilt/zoom, which can be used as a “digital varifocal” lens that allows the angle of view to be adjusted remotely after installation. The camera’s digital PTZ together with support for multi-view streaming (H.264 or Motion JPEG), enables different areas of a scene to be cropped from the full view and streamed simultaneously for viewing or recording – simulating several virtual cameras to help minimize bit rate and storage needs.

AXIS M3006-V comes with an attached 6½ ft. network cable and supports Power over Ethernet (IEEE 802.3af), which eliminates the need for additional power cables and reduces installation time and cost. To further reduce installation time, the camera comes pre-focused out of the box. Additionally, to enable the camera to better blend in with the end-customer’s environment, optional black and white colored skins are available for purchase.

Thanks to a 3-axis camera angle adjustment, AXIS M3006-V can be mounted on walls or ceilings and the direction of the camera can be easily adjusted. The camera also supports Axis’ Corridor Format, enabling a 9:16 aspect ratio video stream to optimize coverage of vertically-oriented areas such as hallways, stairwells or retail store aisles.

“The newest camera in the AXIS M30 Series is Axis’ most competitively priced multi-megapixel fixed dome and offers a unique angle for video surveillance,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “We expect that our end-customers in the retail, banking, education and small business markets will be quick to take advantage of the vandal-resistant and affordable AXIS M30 Series.”

AXIS M3006-V offers substantial support for the installation of intelligent video applications through the AXIS Camera Application Platform, and the built-in microSDHC card slot on AXIS M3006-V enables several days of HDTV recording to be stored locally. When local in-camera storage is used together with the free AXIS Camera Companion software client, users have an affordable and easy way to remotely view and manage video from up to 16 cameras.

AXIS M3006-V is supported by other video management software, including AXIS Camera Station and third-party applications through Axis' Application Development Partner program. For multi-site installations, the camera supports AXIS Video Hosting System with One-Click Camera connection and the ONVIF specification for interoperability of network video products.

AXIS M3006-V will be part of the affordable AXIS M30 Series of vandal-resistant fixed mini dome cameras and has a suggested retail price of \$499. It is expected to be available for order in Q4 2012. For photos and other resources, please visit [http://www.axis.com/corporate/press/press\\_material.htm?key=m3006v](http://www.axis.com/corporate/press/press_material.htm?key=m3006v).

***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)*