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Axis Dramatically Improves Image Quality of its Popular Fixed Network Cameras with the Addition of Lightfinder Technology

Four new AXIS P13 Series cameras feature increased processing power and serial port for pan/tilt head with outdoor-ready and HDTV resolution options

CHELMSFORD, Mass. – September 24, 2012 – Axis Communications, the global market leader in network video, today brings enhanced processing performance and the latest imaging technology, including color-at-night Lightfinder, to the robust and successful AXIS P13 Series. New AXIS P13 Network Cameras, available in indoor and outdoor-ready models, are suitable for numerous applications, including low light conditions, and will be ideal for city surveillance, transportation, retail, education, banking and industrial surveillance installations.

AXIS P1354 and the equivalent outdoor-ready AXIS P1354-E Network Cameras provide HDTV 720p resolution based on a top-quality 1/3" image sensor, while AXIS P1353 and the outdoor-ready AXIS P1353-E cameras provide SVGA resolution. The new AXIS P13 Series models are also equipped with a serial port for a pan/tilt head and other accessories, with edge storage support featuring a microSD/MicroSDHC slot.

“Lightfinder, which enables color, detailed video in the lowest of light – even down to subtle moonlight illuminating a scene – was a real eye opener for the industry when we first launched the technology last year in the award-winning AXIS Q1602 Network Camera. We’ve since brought the technology to the popular AXIS P33 Series fixed domes, and today significantly improve the image quality of the AXIS P13 Series in low lighting conditions,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “This couldn’t be done without the enhanced processing power found inside these new cameras, which is also a big benefit for running intelligent video analytics.”

AXIS P13 Series Network Cameras are quick and easy to install with remote zoom and focus for fine tuning, and come equipped with a pixel counter to ensure the camera’s angle of view is optimized at the required resolution for the area to be monitored. Support for standard, environment-friendly Power over Ethernet requires only one network cable to carry both power and data, which is the case even for weatherproof models that operate in extreme temperatures from -40°F to 122°F. Additionally, when used with the free, ASIS Accolades-winning AXIS Camera Companion software client, customers can create an affordable IP surveillance solution to remotely view and manage video from up to 16 cameras per site.

AXIS P13 Series is supported by the industry’s largest base of video management software through the Axis Application Development Partner Program as well as AXIS Camera Station. The cameras include AXIS Camera Application Platform support for software developers to

provide the camera with intelligent capabilities, AXIS Video Hosting System for cloud-based surveillance, and ONVIF for easy camera system integration.

The cameras are expected to be available in Q4 2012 through Axis' distribution channels at the following suggested retail prices: \$699 for AXIS P1353; \$949 for AXIS P1353-E; \$799 for AXIS P1354; and \$1,049 for AXIS P1354-E.

For photos and other resources, please visit:

http://www.axis.com/corporate/press/press_material.htm?key=p13series.

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.

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