

Chelmsford, Mass., September 25, 2012

Axis Introduces Affordable 360°/180° Panoramic Network Cameras with up to 5MP Resolution for Superb Overview Surveillance

The discreet AXIS M3007-P and vandal-resistant AXIS M3007-PV provide ceiling- and wall-mounted video options with de-warped quad and panoramic views

CHELMSFORD, Mass. – September 25, 2012 – Axis Communications, the global market leader in network video, today announces 360° fixed mini dome cameras with a 5 megapixel sensor that enables detailed, high-quality 360° or 180° panoramic views of wide indoor areas. The competitively priced AXIS M3007-PV and AXIS M3007-P Network Cameras (-P for panoramic) provide retail stores, hotels, schools and offices with cost-effective solutions to capture wide video overviews that help detect incidents and track the flow of people.

The cameras, which are the latest additions to the AXIS M30 Series, can be mounted on ceilings for 360° overviews or on walls for 180° panoramic views. Both the highly discreet AXIS M3007-P and vandal-resistant AXIS M3007-PV support several viewing modes, including 360° overview in 5 megapixel resolution, as well as horizontal panoramic views and single-stream quad views that are “de-warped” inside the camera for easy viewing (see video).

When mounted on the ceiling, the camera will produce a circular, 360° bird’s eye overview video of the entire room. Typically, adapting a circular image to fit into a rectangular view causes what is commonly referred to as a “fisheye” or “barreling” effect, which is when the horizontal and vertical lines in the flattened image appear curved. De-warping digitally straightens these lines to produce a clearer, detailed image that can be viewed in a panoramic or quad-view format.

“Before this week’s official launch at Security Essen in Germany, we gave a sneak peak of the new 360° / 180° fixed domes at ASIS International. Alongside the covert AXIS P12 Series, they definitely generated the most buzz,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “Our partners and end-customers were especially excited about the versatile ceiling- and wall-mount options, the quad and panoramic viewing profiles for detailed video and, of course, the price of these multi-megapixel mini domes.”

Just like the recently announced AXIS M3004-V, AXIS M3005-V and the wide-angle AXIS M3006-V fixed domes in the AXIS M30 Series, AXIS M3007-PV is a vandal and dust-resistant fixed dome camera. AXIS M3007-P, which has a different outer shell with no cover over its lens, is an extremely discreet camera that can blend into any room because it has the appearance of a smoke detector.

AXIS M3007-PV/-P cameras come focused at delivery, which shortens installation time, and are fitted with a 6.6 ft. network cable that supports Power over Ethernet (IEEE 802.3af) to eliminate

the need for additional power cables and reduce installation costs. To reduce storage costs, multiple streams in H.264 and Motion JPEG can be sent simultaneously.

AXIS M3007-PV/-P offer considerable processing power for the installation of intelligent video applications through the AXIS Camera Application Platform. In addition, the cameras' built-in microSDHC card slot enables several days of recording to be stored locally on a memory card. When local storage is used together with the free AXIS Camera Companion client, users have an affordable way to remotely view and manage IP video surveillance for up to 16 cameras per site.

AXIS M3007-PV/-P cameras are also supported by industry-leading video management software, including AXIS Camera Station and third-party applications from Axis' Application Development Partner Program. Additionally, the cameras support hosted video.

AXIS M3007-PV and AXIS M3007-P have suggested retail prices of \$649 and \$599, respectively. They are 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=m3007pv and http://www.axis.com/corporate/press/press_material.htm?key=m3007p.

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.

Contacts:

*Domenic Locapo
Axis Communications
978-614-2074
dlocapo@axis.com*

*Matt Flanagan
fama PR, Inc.
617-986-5002
axis@famapr.com*