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Axis Announces World's Smallest HDTV Bullet-Style Network Camera

Lipstick-sized, bullet-style AXIS M2014-E Network Camera is IP-66 rated and designed for full flexibility and easy installation

CHELMSFORD, Mass. – March 19, 2013 – Axis Communications, the market leader in network video, presents AXIS M2014-E Network Camera, the market's smallest bullet-style, all-digital network camera. The lipstick-sized camera's functional and compact form factor with IP-66 rating makes it ideal for installations in retail and speciality stores, hotels and small offices that need affordable, easy-to-use and future-proof HDTV-quality video surveillance.

AXIS M2014-E features a unique design concept comprising of a main unit and a separate 1.3-by-3.0-inch camera unit connected by a special 26-foot cable. This design allows for maximum installation flexibility by separating the camera's lens and sensor from the main unit that houses components for image processing, networking, analytics, edge storage and connection ports (see video).

"AXIS M2014-E will be an attractive option for many different surveillance applications because of its small, discreet design and easy installation," said Fredrik Nilsson, general manager, Axis Communications, Inc. "Our R&D and product teams continue to work diligently in line with partner and customer feedback to create ingenious design concepts to meet the broadest range of surveillance applications."

AXIS M2014-E joins a product portfolio that has expanded to include more discreet IP video surveillance cameras. The recently released AXIS P12 Series is an exceptionally small, pinhole camera, while AXIS P85 Series is designed for covert eye-level identification.

Like the AXIS P8514 and entire AXIS P12 Series, AXIS M2014-E provides HDTV 720p video quality at full frame rate. The camera delivers multiple, individually configurable video streams in H.264 compression, greatly optimizing bandwidth and storage without compromising image quality. Motion JPEG is also supported for increased flexibility.

The camera, with its built-in memory card slot for edge storage and support for AXIS Camera Companion, provides a convenient, small-scale video management solution, as well as an important part of a more comprehensive server- or NVR-based solution.

Additional features included in AXIS M2014-E:

Supports video motion detection, tampering alarm and includes an I/O port for connecting

devices such as sensors and relays to activate alarms or access control.

The camera unit is IP66- rated, which ensures protection against dust and heavy rain.

Power over Ethernet and DC-power options.

Support for Axis' unique Corridor Format for an optional 9:16 vertical, field of view.

AXIS M2014-E will be supported by the industry's largest base of video management software through Axis' Application Development Partner Program and AXIS Camera Station. The camera includes One-Click Camera support for Hosted Video and ONVIF for easy camera system integration.

The camera is planned to be available for order in Q2 at an MSRP of $399 through Axis's standard distribution channels. For photos and other resources, please visit: http://www.axis.com/corporate/press/press_material.htm?key=m2014e.

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 1,400 dedicated employees in 41 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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