



Chelmsford, Mass., February 13, 2014

Axis Announces Its Most Cost-effective Full HDTV 1080p Network Camera Ideal for Small System Surveillance

AXIS M1025 Network Camera offers retailers and offices high resolution video, easy installation and support for HDMI output, edge storage, Power over Ethernet and Corridor Format

CHELMSFORD, Mass. – February 13, 2014 – Axis Communications, the market leader in network video, today announces the indoor, compact AXIS M1025 Network Camera that delivers full frame rate video in full HDTV 1080p or 2-megapixel resolution. The camera includes intelligent features for increased image usability, including support for HDMI output (Micro) for live streaming to a monitor at HDTV 720p, internal memory card to store video, Axis Corridor Format that optimizes the surveillance of narrow corridors and aisles and support for Power over Ethernet in addition to DC power.

“AXIS M1025 is the first full HDTV 1080p / 2-megapixel camera in the successful AXIS M10 Series. With this camera we have added support for HDMI output [Micro] and also Power over Ethernet,” said Erik Frännlid, Axis’ director of product management. “The HDMI output will be useful for those retail stores where a public view monitor is required, and Power over Ethernet simplifies installation and saves time and cost. Small system surveillance users will enjoy the flexibility of this stylish and affordable camera.”

Thanks to the support for memory cards, AXIS M1025 is also ideal for AXIS Camera Companion, the cost-effective IP video solution designed for small installations. AXIS M1025 includes support for multiple H.264 video streams and features support for AXIS Video Hosting System with one-click camera connection, making the camera ideal for a hosted video solution.

The camera 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 camera includes support for ONVIF for easy camera system integration and AXIS Camera Application Platform for application developers to provide the camera with intelligent capabilities. AXIS M1025 is planned to be available in Q1 2014 through Axis’ standard distribution channels at the suggested retail price of \$299.

For photos and other resources, please visit:

www.axis.com/corporate/press/press_material.htm?key=m1025.

The terms HDMI and HDMI High-Definition Multimedia Interface, and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing LLC in the United States and other countries.

About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.

Contacts:

Matt Flanagan

fama PR, Inc.

617-986-5002

axis@famapr.com

Domenic Locapo

Axis Communications, Inc.

978-614-2074

dlocapo@axis.com