Chelmsford, Mass., March 19, 2015

Axis announces Zipstream technology, reducing storage requirements by 50 percent or more in video surveillance applications

Axis' Zipstream technology is fully compatible with the H.264 compression standard and can be used with the latest Axis cameras and the market's leading video management software without additional investment. Optimized for video surveillance, Axis' Zipstream technology is a radically more efficient H.264 implementation, lowering bandwidth and storage requirements by an average of 50 percent or more.

Axis Communications, the global leader in network video surveillance, introduces Zipstream technology allowing customers to benefit from reduced bandwidth and storage requirements without having to invest in new cameras or software. Axis' Zipstream technology is fully compatible with the widely adopted H.264 compression standard and has been developed specifically for video surveillance applications to lower bandwidth and storage requirements by an average of 50 percent or more.

"Demand for better image quality has been met with higher resolutions, frame rates and increased low-light performance. But these advancements have also increased the requirements on the network and storage infrastructure, often forcing users to choose between image quality and storage.," said Fredrik Nilsson, general manager, Axis Communications, Inc. "Leveraging the network camera's video compression engine, Axis' Zipstream technology can drastically reduce bandwidth and storage needs without compromising important image details."

Axis' Zipstream technology analyzes and optimizes the network camera's video stream in real time. Scenes containing interesting details are recorded in full image quality and resolution while other areas are filtered out to optimally use available bandwidth and storage. Important forensic details like faces, tattoos or license plates are isolated and preserved, while irrelevant areas such as white walls, lawns and vegetation are sacrificed by smoothing in order to achieve better storage savings.

Customers can use Axis' Zipstream technology alongside other Axis network camera technologies such as Wide Dynamic Range - Forensic Capture and Lightfinder. Zipstream is fully compatible with H.264 and can be used with third-party video management software installations already in place, as well as with AXIS Camera Station and AXIS Camera Companion.

Zipstream technology will be available on existing network cameras via firmware updates, including AXIS Q1615, AXIS Q1635 and the AXIS Q35 Series. The first new products with Axis' Zipstream installed are planned to be:

AXIS M1124/-E and AXIS M1125/-E are cost-efficient indoor and outdoor-ready network

cameras with features such as CS mount lens, Day/Night functionality, WDR – Forensic Capture and enhanced capabilities for analytics especially suited for retail and other price sensitive installations. AXIS M1124/-E, and AXIS M1125/-E Network Cameras are planned to be available in Q2 2015 at a suggested retail price of $449/$549 and $549/$649, respectively.

AXIS P1365 and the outdoor ready AXIS P1365-E are full featured cameras featuring WDR – Forensic Capture, audio and remote back focus. The cameras' exceptional image quality includes seamless transition between WDR and Lightfinder mode, ideal for use in banking and city surveillance applications. AXIS P1365 and AXIS P1365-E are scheduled for launch on April 9, 2015 at a suggested retail price of $749 and $999, respectively.

AXIS P3224-LV/-LVE and AXIS P3225-LV/-LVE Network Cameras are streamlined, versatile and easy-to-install fixed domes that provide excellent image quality in any lightning conditions thanks to the winning combination of OptimizedIR and WDR – Forensic Capture. AXIS P3224-LV/-LVE and AXIS P3225-LV/-LVE are planned to be available in Q2 2015 at a suggested retail price starting at $599.

For photos and other resources, please visit:
http://www.axis.com/corporate/press/press_material.htm?key=zipstream

For more information about Axis' Zipstream technology, please see:
http://www.axis.com/products/video/camera/about_cameras/zipstream.htm

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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 1,900 dedicated employees in more than 40 countries around the world, supported by a network of over 75,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.