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Axis introduces a new generation of smaller, cost-effective modular cameras for discreet surveillance

AXIS P1244 Network Camera offers a cost-effective solution for exceptional discreet indoor surveillance. The high-performance HDTV 720p modular camera features Axis' Zipstream technology, Active Tampering Alarm and Video Motion Detection. It allows for versatile mounting options and is ideal for use in stores and banks.

Axis Communications, the market leader in network video, today adds a high-performance HDTV 720p camera to its AXIS P12 Series of complete modular cameras for highly discreet surveillance. Compared to its predecessors, AXIS P1244 is smaller in size for easier, more versatile mounting. It offers better image quality in low and varying lighting conditions, provides improved video compression and analytics capabilities.

“The next generation of the AXIS P12 Series addresses a specific market need for discreet indoor surveillance. This camera is even smaller and more cost effective than ever before,” said Fredrik Nilsson, VP, Americas, Axis Communications, Inc. “AXIS P1244 features Axis' Zipstream technology, which can reduce bandwidth and storage requirements by 50% or more, making the AXIS P1244 even more efficient.”

AXIS P1244 supports full frame rate HDTV 720p videos, Zipstream technology for lower bandwidth and storage use, Power over Ethernet (PoE) for easy installation, and a microSD card slot for local storage. It has built-in Active Tampering Alarm and Video Motion Detection, and has a greater capacity to support additional video analytics that are compatible with AXIS Camera Application Platform.

Modular Concept

The modular concept divides a camera into different parts: a sensor unit, comprising of a lens and an image sensor, a main unit that houses the processor, network and power connections, and a cable that connects the sensor unit to the main unit. The modular concept allows for the discreet installation of a small sensor unit while the main unit can be placed where there is extra space.

Compact Design

AXIS P1244 has a sensor unit with a 102° horizontal field of view. It can be mounted in small areas, or in walls or ceilings with the flush mount kit. Other accessories enable the sensor unit to be tilted in a surface or recessed mount. The sensor unit comes with a 26 foot cable for connection to the main unit. The main unit of AXIS P1244 is three times smaller than previous AXIS P12 main units.

High Performance

AXIS P1244 supports full frame rate HDTV 720p videos, Zipstream technology for lower bandwidth and storage use, Power over Ethernet (PoE) for easy installation, and a microSD card slot for local storage. It has built-in Active Tampering Alarm and Video Motion Detection, and has a greater capacity to support additional video analytics that are compatible with AXIS Camera Application Platform.

AXIS P1244 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 and AXIS Camera Companion. ONVIF support allows for easy integration with a wide range of video surveillance systems.

For photos and other resources, please visit:

<http://www.axis.com/products/axis-p1224-e>

For further information about Axis Communications, please contact:

Kristin Albano, Axis Communications, Inc.

Phone : 978 614 3089, Email : kristin.albano@axis.com

Anne Lines, Matter Communications

Phone : 978 518 4512, Email : axis@matternow.com

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 customers 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 2,100 dedicated employees in 50 countries around the world, supported by a network of over 80,000 partners. 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. Follow us on twitter @axisipvideo.