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Axis Introduces a Range of Compact and Affordable Fixed Cameras for Professional Video Surveillance in Schools, Stores and Public Places

M11 Series Brings Best Qualities of Network Video to Broader Market with HDTV and H.264

ISC West 2010 – Las Vegas – Booth #18051 – March 24, 2010 – Axis Communications, the global leader in the network video market, introduces AXIS M11 Network Cameras, a new series of dependable and affordable professional cameras that support HDTV quality and the latest video compression standard, H.264. The fixed cameras, available with a choice of CS-mount lenses, enable quick and easy installation using Power over Ethernet and are ideal for securing stores, schools and public places.

AXIS M11 Series is comprised of:

AXIS M1103 (fixed iris) and AXIS M1113 (DC-iris): SVGA

AXIS M1104 (fixed iris) and AXIS M1114 (DC-iris): HDTV 720p / 1 megapixel

“As the inventor of the network camera, we continue to drive the ongoing shift from analog to IP surveillance because we know this technology can bring excellent video quality, easy installation and scalable systems to any organization, large or small,” said Fredrik Nilsson, general manager, Axis Communications Inc. “Given the quality and price level of AXIS M11 Network Cameras, our partners will be able to provide state-of-the-art surveillance features to a broader market.”

AXIS M11 Series is designed for quick and easy use and installation. The pixel counter, for example, helps verify that the pixel resolution of an object or face meets regulatory or specific customer requirements; Power over Ethernet (IEEE 802.3af) enables power and video to be carried via the same cable; and their compact and clean design allows AXIS M11 Network Cameras to easily fit into any housing.

All cameras in AXIS M11 Series provide multiple, individually configurable, high-resolution video streams in H.264 and Motion JPEG in up to 30 fps in full resolution. Digital PTZ allows an area of particular interest – cropped from the full view – to be streamed for viewing or recording.

AXIS M1113 and AXIS M1114 Network Cameras have varifocal lenses featuring DC-iris, which allows the cameras to be used in areas with bright as well as low-light conditions.

AXIS M11 Network Cameras are supported by the industry’s largest base of video management software through the Axis Application Development Partner (ADP) program, as well as by AXIS

Camera Station. The AXIS M11 Series will be available in April 2010 through Axis' distribution channels, and will have MSRPs of \$349 USD for M1103; \$449 for M1113; \$449 for M1104; and \$549 for M1114. For photos and other resources, please visit http://www.axis.com/corporate/press/press_material.htm?key=m11series

About Axis Communications

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms. Axis is a Sweden-based company operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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