

*Chelmsford, Mass., March 2, 2010*

## **Axis Introduces Three Innovative and Affordable HDTV Network Cameras**

**AXIS M32 Series and P3304 offer a flexible and easy-to-install HDTV solution; M1054 is the smallest and smartest HDTV network camera on the market**

CHELMSFORD, Mass. – Mar. 2, 2010 – Axis Communications, the global leader in the network video market, today announced three new network camera products, including an innovative range of compact and versatile fixed dome network cameras, which will expand the benefits of HDTV surveillance to a broader market:

AXIS M32 Series,  
including AXIS M3204/-V and M3203/-V Fixed Dome Network Cameras

AXIS P3304/-V Fixed Dome Network Cameras

M1054 Network Camera

“The current rapid adoption of high-definition TV – led by the sports entertainment industry – has made HDTV network video products one of the fastest growing and most demanded technologies in the security and surveillance industry,” said Fredrik Nilsson, general manager, Axis Communications Inc. “With these innovative and affordable product releases, a whole new group of end-users can now experience the resolution, full frame rate, aspect ratio and color fidelity of HDTV surveillance, packaged together with the many other core benefits of Axis network cameras.”

AXIS M32 Series is a brand new line of compact fixed dome cameras designed for retail and other industry segments that require dependable video surveillance at an affordable cost. The AXIS M3204/-V offer HDTV 720p / 1 megapixel resolution at full frame rate, while AXIS M3203/-V operate in SVGA resolution. The sleek and affordable AXIS M32 cameras come with practical features such as Power over Ethernet, varifocal lens and mechanical design adapted for flexible adjustment of field of view.

The AXIS P3304 and AXIS P3304-V are HDTV versions of the largely successful AXIS P33 Series and offer discreet video surveillance with superior image quality, including wide dynamic range and auto-iris in 720p / 1 megapixel resolution at full frame rate. These versatile, high-performing fixed domes also offer Power over Ethernet in addition to two-way audio and powerful event capabilities – perfectly suited for video surveillance in a wide range of locations, such as in schools, banks, retail stores, prisons and airports.

The P3304/-V also support the AXIS Camera Application Platform which enables development

of intelligent video applications to be installed directly on the network camera.

“By providing exceptional video quality, in both SVGA and HDTV resolution with multi-stream H.264 or Motion JPEG compression,” says Nilsson, “the AXIS M32 Series and AXIS P3304 are perfectly adapted for industry segments that require discreet, tamper-proof and cost-effective indoor video surveillance.”

The vandal-resistant models, AXIS M3203-V, AXIS M3204-V and AXIS P3304-V, feature a rugged, vandal-resistant casing with a metal base specifically adapted for environments subject to the risk of vandalism.

The AXIS M1054 Network Camera, a small and smart camera, is ideal for securing locations such as restaurants, small businesses, boutiques, hotels and residences. This affordable, intuitive and reliable camera offers HDTV image quality and intelligent video surveillance features.

“AXIS M1054 is an extension to the hugely successful and easy-to-install AXIS M10 Series introduced last year, with the addition of several features that have been requested by customers, including Power over Ethernet and HDTV,” says Nilsson.

This latest model of the AXIS M10 Series provides 30 frames per second in HDTV 720p resolution. Moreover, AXIS M1054 comes with Power over Ethernet IEEE 802.3af support, reducing installation costs because only one cable is needed for carrying power and video.

AXIS M1054 includes the same features as the popular AXIS M1031-W (excluding the wireless interface), such as a passive infrared (PIR) sensor for detecting movement even in the dark, and a white LED light for illuminating the scene when motion is detected or when requested by the user. It also features two-way audio with an integrated microphone and speaker, allowing remote users to listen in on an area and communicate with visitors or intruders. Uploaded or recorded audio clips can also be played in response to an alarm event. In addition to these features, it includes I/O (one input and one output) for connecting devices such as sensors and external relays to activate lights or open/close doors.

All cameras in the AXIS M32 Series as well as the AXIS P3304/-V and M1054 provide multiple, individually configurable H.264 and Motion JPEG streams and utilize progressive scan technology to provide HDTV images of moving objects without motion blur. Furthermore, the new network cameras offer sophisticated software features such as digital PTZ, and the M32 Series and P3304/-V come equipped with a pixel counter that helps verify that the pixel resolution of an object or face meets regulatory or specific customer requirements.

AXIS M32, AXIS P3304/-V, and AXIS M1054 Network Cameras are supported by the industry’s largest base of video management software through the Axis Application Development Partner program, as well as by AXIS Camera Station.

The cameras will be available in Q2 2010 through Axis’ distribution channels and will be offered at the following suggested retail prices: AXIS M32 Series will range from \$399-\$539; the AXIS P3304/-V will be set at \$699/\$739; and the M1054 at \$399. For photos and other resources, please visit the Axis Press Center and click on the corresponding product.

**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](http://www.axis.com).

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