



PRESS RELEASE

Johannesburg, January 18, 2010

Axis introduces new outdoor-ready fixed network cameras

Axis Communications, the global market leader in the network video market¹, today announces a new series of outdoor-ready, high-performance fixed network cameras that save installation time and costs. The IP66-rated cameras have protection against dust, rain, snow and sun, and they can operate in temperatures as low as -40 °C. Arctic Temperature Control is available for secure start-up of zoom cameras in freezing temperatures. The cameras are powered by Power over Ethernet for easy installation.

“The outdoor-ready fixed network cameras are delivered in an enclosure, ready right out of the box for mounting outdoors,” says Roy Alves, country manager, Axis Communications. “They are robust products that are not only easy to install but also provide superb performance. The cameras are ideal for demanding outdoor applications such as airports, railway stations, city surveillance and traffic monitoring. These product introductions further strengthen Axis’ outdoor camera offering.”

The outdoor-ready cameras, including megapixel (MP) / HDTV models, deliver superb image quality and support multiple streams in H.264 and Motion JPEG, two-way audio, intelligent video functionalities such as video motion detection, audio detection, active tampering alarm, and have built-in SD/SDHC memory card slot for storing recordings locally. The cameras consist of the following:

AXIS P1343-E Network Camera: SVGA resolution, day and night, digital pan/tilt/zoom (PTZ), remote back focus;

AXIS P1344-E Network Camera: 1 MP resolution / HDTV 720p, day and night, digital PTZ, remote back focus;

AXIS P1346-E Network Camera: 3 MP resolution / HDTV 1080p, day and night, P-Iris (precise iris control), digital PTZ, multi-view streaming, remote back focus;

AXIS Q1755-E Network Camera: 2 MP resolution / HDTV 720p and 1080i, day and night, 10x zoom, autofocus and pan/tilt head support.

The last three HDTV cameras are compliant with the SMPTE standards in resolution, aspect ratio (16:9), colour representation and frame rate.

The outdoor-ready cameras are designed to enable easy installation of an infrared illuminator under the enclosure. The cameras come with a wall mount bracket, sunshield and an Ethernet cable.

AXIS P13-E and AXIS Q1755-E 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 outdoor-ready cameras will be available in March 2010.

For photos and other resources, please visit

www.axis.com/corporate/press/press_material.htm?key=p13e and
www.axis.com/corporate/press/press_material.htm?key=q1755e

Notes to editors

1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2008 Edition' published in November 2008.

About Axis

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 analogue 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 Swedish-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.

For further information about Axis Communications, please contact:

Roy Alves, country manager, Axis Communications

Phone: +27 11 548 6780, E-mail: roy.alves@axis.com

For all media enquiries, please contact:

Rochelle de Paiva, account manager, Text 100 Johannesburg

Phone: +27 11 803 2800, E-mail: rochelle.depaiva@text100.co.za