

PRESS RELEASE

9th April 2008

Axis focuses on outstanding H.264 performance in new network cameras

Axis Communications, the global leader in the network video market¹, has introduced a new generation of network cameras offering outstanding image processing performance, superior image quality and the provision of multiple H.264 streams. The new AXIS P3301 Network Cameras with their compact design constitute the perfect solution for indoor video surveillance systems with tough quality and efficiency requirements.

AXIS P3301 Network Cameras are fixed domes specifically adapted for unobtrusive video surveillance in exposed indoor environments, such as retail, banking, government buildings, schools, universities and airports. They offer superior image quality with progressive scan and wide dynamic range, providing crisp and clear images of both illuminated and low-light areas. Multiple H.264 streams as well as Motion JPEG streams can be provided simultaneously either in full frame rate or individually optimised for different quality needs and bandwidth constraints.

The standard AXIS P3301 comes with a tamper-resistant plastic cover, while the AXIS P3301-V variant features a rugged, vandal-resistant casing with a metal base specifically adapted for environments subject to the risk of vandalism. Power over Ethernet (IEEE 802.3af) supplies power to the cameras via the network, eliminating the need for power cables and reducing installation costs.

AXIS P3301 Network Cameras include video intelligence such as enhanced video motion detection, audio detection and detection of camera tampering attempts such as through blocking or spray painting. They offer the market's most advanced suite of security and network management capabilities, including HTTPS encryption with preserved performance, IEEE 802.1X authentication, IPv4/IPv6 and Quality of Service.

Anders Laurin, executive vice president, Axis Communications commented:
"H.264 is the latest breakthrough in compression technology and enables excellent image quality at significantly reduced bandwidth, fulfilling the market's need for storage and bandwidth efficiency. This together with discreet appearance, easy installation, and intelligent video capabilities make the AXIS P3301 Network Cameras the best of their kind in the market."

Steve Gorski, managing director, Axis Communications (UK) Ltd commented:
"The AXIS P3301 Network Camera marks the start of a new generation of cameras incorporating H.264 compression technology which delivers high quality images at greatly reduced levels of bandwidth. The benefits of H.264 will introduce network cameras to an even wider audience of end-users."

AXIS P3301 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 Q3 through Axis' distribution channels.

-ends-

Notes to editors

¹ Axis Communications is the global market leader in the network video market with a market share of network cameras of 32%. The world market for network cameras alone will be worth more than \$1 Billion by 2009. The network camera market is set to have a CAGR of more than 40 per cent per year over the next three years to reach a value of \$1.5 billion by 2010, 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 2007 Edition' published in December 2007.

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 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com

For further information about Axis Communications in the UK and Ireland, please contact:

Steve Gorski, managing director, Axis Communications (UK) Limited

Tel: +44 (0)870 162 0047. Email: steve.gorski@axis.com

For all UK and Ireland media enquiries, please contact:

Miles Clayton / Simon Bennett, Agility PR Limited

Tel: +44 (0)1438 310139. Email: miles@agilitypr.co.uk / simon@agilitypr.co.uk