

RELEASE

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Axis announces ultra-discreet network cameras with innovative design and H.264 compression

Axis Communications, the global leader in the network video market¹ introduces two new ultra-compact network camera models. The AXIS M3011 and AXIS M3014 Fixed Dome Network Cameras are designed for quick and easy recessed-mount installation and are ideal for unobtrusive video surveillance. Multiple H.264 video streams as well as Motion JPEG can be retrieved simultaneously, either in full frame rate or individually optimised for different quality needs and bandwidth constraints.

The AXIS M3011 delivers VGA resolution video, whereas the AXIS M3014 is a 1.3 megapixel network camera. Both models use progressive scan technology, providing full resolution images of moving objects without distortion which makes it possible to view image detail needed for identifying individuals and objects of interest. AXIS M3011/M3014 both offer multiple video streams that can be individually optimised in H.264 as well as Motion JPEG. MPEG-4 Part 2 is supported for backward compatibility.

The cover ring of the cameras is available in a range of colours to match the interior design. Power over Ethernet (IEEE 802.3af) supplies power to the cameras via the network, eliminating the need for power cables and reducing installation costs. In addition, these network cameras support the market's most extensive suite of security and network management capabilities, including HTTPS encryption with preserved performance, IPv4/IPv6 and Quality of Service.

Anders Laurin, executive vice president, Axis Communications commented:
“Measuring only 9 cm wide and protruding only 3 cm from the ceiling, AXIS M3011/M3014 will be an attractive offer fulfilling the market’s demand for compact and discreet fixed dome cameras. The ingenious design of AXIS M3011/M3014 is optimized for quick and easy installation in drop ceilings and they will constitute a strong addition to our new generation of video products, offering high-performance H.264 compression and unique streaming capabilities.”

Steve Gorski, managing director, Axis Communications (UK) Ltd commented:
“More and more end-users are looking to incorporate discreet surveillance cameras which blend in with their environment, but also offer high performance. These new Axis cameras will be warmly welcomed by end-users and also by installers who will benefit from the simplicity of installation.”

AXIS M3011/M3014 are both 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 Q4 through Axis’ distribution channels.

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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

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