

Johannesburg, November 25th, 2008

## Axis introduces smallest and smartest network cameras

**Axis Communications, the global leader in the network video market<sup>1</sup>, introduces the AXIS M10 range of Network Cameras, a series of small and smart cameras, ideal for securing locations such as small businesses, boutiques, restaurants, hotels and residences. These affordable, intuitive and reliable cameras from the market leader in network video offer best-in-class image quality and professional monitoring capabilities.**

“The AXIS M10 series of Network Cameras with their functional, smart design are attractive additions to our broad range of network cameras,” says Roy Alves, country manager, Axis Communications. “The cameras offer a high-quality yet affordable video surveillance solution, fully taking advantage of the benefits of network video.”

All three models, AXIS M1011, AXIS M1011-W and AXIS M1031-W provide superior video quality at 30 frames per second in VGA resolution. AXIS M1011-W and AXIS M1031-W add the option of connecting over an IEEE 802.11g wireless interface through the built-in antenna, for easy and flexible installation.

AXIS M1031-W additionally features a passive infrared (PIR) sensor for detecting movement, even in the dark, and a white LED light for illuminating the scene automatically at an event or when requested by the user. Other features include two-way audio support with an integrated microphone and speaker, allowing remote listening in on an area as well as communication with individuals directly or using uploaded or recorded audio clips.

All cameras in the AXIS M10 series provide multiple, individually configurable, high-resolution video streams in H.264, Motion JPEG as well as MPEG-4 Part 2 at full frame rate. H.264 compression enables optimisation of storage and bandwidth efficiency by significantly reducing the bit rate. Using progressive scan technology, the cameras provide VGA images of moving objects without motion blur.

The AXIS M10 range of 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 January 2009 through Axis’ distribution channels.

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### *Notes to editors*

<sup>1</sup> 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 five years, according to industry analyst house IMS Research ([www.imsresearch.com](http://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 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 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](http://www.axis.com).

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