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## Axis introduces first HDTV network camera with outstanding image quality

**Axis Communications, the global leader in the network video market<sup>1</sup>, introduces an outstanding network camera with true HDTV performance in compliance with the SMPTE standard in resolution, color representation and frame rate.**

**AXIS Q1755 Network Camera connected to an HDTV monitor is the perfect solution for securing areas where greater image detail is required, such as airports, passport controls and casinos.**

“The HDTV performance of AXIS Q1755 Network Camera, with crisp and clear images at full frame rate fulfills the professional market’s demands for greater image detail and true colour representation.” says Roy Alves, country manager, Axis Communications. “In addition, bandwidth and storage demands are considerably reduced by H.264 compression, maintaining true HDTV resolution at full frame rate.”

AXIS Q1755 delivers HDTV 1080i or 720 resolution, 16:9 aspect ratio and supports both H.264 and Motion JPEG in full frame rate. With day & night functionality and progressive output, this camera provides exceptional quality images even of fast moving objects in all lighting conditions - without any motion blur. 10x optical zoom and 12x digital zoom paired with auto focus deliver the desired field of view in perfect focus.

For optional storage of video and further flexibility, the camera has a built-in slot for an SD/SDHC memory card making it possible to store days of recording without any external equipment. 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 Q1755 includes video intelligence such as enhanced video motion detection, audio detection and detection of camera tampering such as blocking or spray-painting. In addition, AXIS Q1755 incorporates the new Gatekeeper functionality which automatically zooms in when there is activity in the scene, and then zooms out after a preset time interval. The camera offers the market's most advanced suite of security and network management capabilities, including HTTPS encryption, IEEE 802.1X authentication, IPv4/IPv6 and Quality of Service.

AXIS Q1755 Network Camera is 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 camera will be available through Axis’ distribution channels in January 2009. For more information or for a demo, please contact your local Axis sales representative.

### *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).*

***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](mailto:roy.alves@axis.com)*

***For all media enquiries, please contact:***

*Rochelle de Paiva, account manager, Text 100Johannesburg  
Phone: +27 11 803 2800, E-mail: [rochelle.depaiva@text100.co.za](mailto:rochelle.depaiva@text100.co.za)*