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## **Axis introduces HDTV image quality and precise iris control in new fixed network camera series**

**Axis Communications, the global leader in the network video market<sup>1</sup>, today announces AXIS P13 Network Cameras, a new series of fixed day and night cameras with superb image quality including HDTV video and H.264 streams. Introducing simplified installation with the unique focus assistant, remote back focus and pixel counter features; these cameras are the perfect choice where high-performing video surveillance is required.**

“AXIS P13 Network Camera Series introduces the concept of precise iris control enabling higher contrast, clarity, resolution and better depth of field thereby delivering superb megapixel/HDTV video in both indoor and outdoor applications,” says Roy Alves, country manager, Axis Communications. “This new series of network cameras also offers remote back focus capabilities in combination with the pixel counter feature, digital PTZ and multi-view streaming, making them the perfect choice for securing locations such as governmental buildings, retail environments, airports, railway stations and subways.”

AXIS P1343 Network Camera delivers SVGA resolution, whereas AXIS P1344 and AXIS P1346 models offer 1MP/ HDTV 720p and 3MP/HDTV 1080p respectively, in compliance with the SMPTE standards in resolution, colour representation and frame rate. AXIS P1346 introduces a new level of image quality with the unique P-Iris control, also supporting DC-iris for backward compatibility. This model also supports multi-view streaming allowing separate video streams of zoomed in sections at the same time as a downscaled full overview image.

Adding up, AXIS P13 Network Cameras offer two-way audio support with enhanced audio quality, video intelligence such as video motion detection, audio detection and detection of camera tampering attempts. For further flexibility regarding storage and bandwidth usage, AXIS P13 Network Cameras offer support for an optional SD/SDHC memory card for local video recordings.

AXIS P13 Series provides multiple, individually configurable video streams in H.264 compression, significantly optimising bandwidth and storage utilisation, without compromising image quality. Motion JPEG is also supported for increased flexibility. All models support Power over Ethernet, reducing installation costs by eliminating the need for power cables.



AXIS P13 Network Cameras are supported by the industry's largest base of video management software through the Axis Application Development Partner programme as well as by AXIS Camera Station. The cameras will be available to order in Q3 2009.

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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 three 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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