



Axis Adds Pixels, Flexibility to Network Cameras

[Johannesburg, 22 May 2007] - Axis Communications is marking the opening of IFSEC with the announcement of a trio of new cameras: the AXIS 216MFD megapixel fixed dome camera, the AXIS 211M megapixel camera, and the highly compact AXIS 215PTZ with its unique auto-flip capability allowing continuous tracking of movement around 360°.

"Axis continues to be the market leader, not only in sales volume but in product range and innovation," says Roy Alves, Country Manager for Axis Communications South Africa. "Megapixel resolution is a growing trend and we now have four superb megapixel cameras for the most demanding applications, and are expanding our range of dome cameras for applications requiring the most flexible coverage."

The AXIS 216MFD has a tamper-resistant cover, and is also available with a rugged vandal-resistant casing as the 216MFD-V. Compact design and Power over Ethernet support make for discreet, easily-installed fixed dome solutions.

The AXIS 211M is ideal for delivering a wider field of view – three times larger than that of a traditional analogue camera – or for close monitoring of, for example, cash register transactions. A high quality lens with DC-iris gives improved depth of field and protects the sensor against very brightly illuminated scenes. Both megapixel cameras use progressive scan sensors which drastically reduce motion blur compared to interlaced scan, and can deliver full resolution MPEG-4 and Motion JPEG video streams for a level of detail just not possible with conventional CCTV cameras.

Where versatile surveillance is required in locations like shops, schools and reception areas, the AXIS 215PTZ offers day/night operation, 12x optical zoom, 4x digital zoom, auto-focus, and a unique 'auto-flip' feature. All PTZ cameras have a mechanical stop to prevent them turning through a full 360° lest connecting cables get damaged. In the 215PTZ, when the camera reaches the stop it rapidly (in about 1 second) swings round to continue the pan from the other side of the stop, thereby eliminating blind spots. The PTZ functions are controlled over the network connection, requiring no additional cables.

All Axis cameras are supported by the industry's largest base of application software through the Axis Application Development Partner program, as well as the AXIS Camera Station video management software.

The new models will be available in June through Axis' distribution channels.

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 the Nordic List, Mid Cap and Information Technology exchanges. For more information about Axis, please visit our website at www.axis.com.

For further information about Axis Communications in South Africa, please contact:

Roy Alves, Country Manager, Axis Communications Africa
Tel: +27 11 548 6780. Email: roya@axis.com

For all media enquiries, please contact:

Richard Fearon, Cameo Corporate Communications
Tel: +27 83 377 8881. Email: richard@cameogroup.co.za