



Axis focuses on outstanding H.264 performance in new network cameras

Axis Communications, the global leader in the network video market, introduces a new generation of network cameras offering outstanding image processing performance with multiple H.264 streams and superior image quality. AXIS P3301 Network Cameras, with their compact design, constitute the perfect solution for indoor video surveillance systems with tough quality and efficiency requirements.

"H.264, the latest breakthrough in compression technology, enables excellent image quality at significantly reduced bandwidth, fulfilling the market's need for storage and bandwidth efficiency," says Executive Vice President of Axis Communications, Anders Laurin. *"This together with discreet appearance, easy installation, and intelligent video capabilities make the AXIS P3301 Network Cameras the best of their kind in the market."* Anders Laurin continues.

AXIS P3301 Network Cameras are fixed domes specifically adapted for unobtrusive video surveillance in exposed indoor environments, such as retail, banking, government buildings, schools, universities and airports. They offer superior image quality with progressive scan and wide dynamic range, providing crisp and clear images of both illuminated and low-light areas. Multiple H.264 streams, as well as Motion JPEG streams, can be provided simultaneously either in full frame rate or individually optimised for different quality needs and bandwidth constraints.

The standard AXIS P3301 comes with a tamper-resistant plastic cover, while the AXIS P3301-V variant features a rugged, vandal-resistant casing with a metal base specifically adapted for environments subject to the risk of vandalism. 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 P3301 Network Cameras include video intelligence such as enhanced video motion detection, audio detection and detection of camera tampering attempts like blocking or spray-painting. They offer the market's most advanced suite of security and network management capabilities, including HTTPS encryption with preserved performance, IEEE 802.1X authentication, IPv4/IPv6 and Quality of Service.

AXIS P3301 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 Q3 through Axis' distribution channels.

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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 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 Sweden-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 OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com.

For further information, please contact:

Roy Alves, country manager, Axis Communications

Tel: (011) 548 6780

Email: roy.alves@axis.com

For all media enquiries, please contact:

Rochelle de Paiva, Text 100 - Johannesburg

Tel: (011) 803 2800

Email: rochelle.depaiva@text100.co.za