

Lund, Sept. 25, 2012

Axis introduces affordable 360° panoramic cameras for superb overview surveillance

Axis Communications, the global market leader in network video, today presents 360° fixed mini dome cameras with a 5 megapixel sensor that enables detailed, high-quality 360° or 180° panoramic views of wide areas. The competitively priced indoor AXIS M3007-PV and AXIS M3007-P Network Cameras provide retail stores, hotels, schools and offices with cost-effective solutions to getting wide overviews that help users detect activities and track the flow of people.

“Axis’ new 360° fixed cameras give price-sensitive market segments the option of using just one camera to get the big picture, with great details, at an affordable price,” says Erik Frännlid, Director of Product Management, Axis Communications. “The cameras also have substantial capacity for intelligent video applications and support a range of video management software including the complimentary AXIS Camera Companion.”

The cameras, which are the latest additions to the AXIS M30 Series, can be mounted on ceilings for 360° overviews or on walls for 180° panoramic views. Both AXIS M3007-PV and AXIS M3007-P support several viewing modes, including 360° overview in 5 megapixel resolution, as well as horizontal panoramic views and quad views that have been dewarped for easy viewing. The quad view mode is suitable, for instance, when the camera is positioned at an intersection of corridors. Multiple streams in H.264 and Motion JPEG can be sent simultaneously.

AXIS M3007-PV—as with the recently announced AXIS M3006-V and the launched AXIS M3004-V and AXIS M3005-V cameras in the series—is a vandal and dust-resistant fixed dome camera. AXIS M3007-P, which has a different outer shell with no cover over its lens, is an extremely discreet camera that can be mistaken for a smoke detector.

AXIS M3007-PV/-P cameras come focused at delivery, which shortens the installation time. They are also fitted with a 2 m (6.6 ft.) network cable and support Power over Ethernet (IEEE 802.3af), which eliminates the need for power cables and reduces installation costs.

AXIS M3007-PV/-P offers considerable support for the installation of intelligent video applications through the AXIS Camera Application Platform. In addition, the cameras’ built-in microSDHC card slot enables several days of recording to be stored locally on a memory card. When local storage is used together with the free [AXIS Camera Companion](#), users have an easy way to remotely view and manage video from up to 16 cameras per site.

AXIS M3007-PV/-P cameras are also supported by other video management software including [AXIS Camera Station](#) and third-party applications through Axis’ [Application Development Partner](#) program. In addition, the cameras support [hosted video](#).



AXIS M3007-PV (left) and AXIS M3007-P (right) offer an attractively priced indoor 360° / 180° panoramic surveillance solution. [Watch interview with Petra Bennermark.](#)

AXIS M3007-PV and AXIS M3007-P are expected to be available for order in Q4, 2012. For photos and other resources, please visit www.axis.com/corporate/press/press_material.htm?key=m3007pv and www.axis.com/corporate/press/press_material.htm?key=m3007p

For further information about Axis Communications, please contact:

Lena Hedén, PR Marketing Manager, Axis Communications

Phone: + 46 46 272 1800, E-mail: pressoffice@axis.com

About Axis Communications

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.

Axis has more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com