

Lund, March 21, 2012

Axis introduces AXIS Camera Companion, an entry-level IP solution for easy-to-use video surveillance

Axis Communications, the world leader in network video, announces AXIS Camera Companion, an entry-level IP video solution for small installations. Consisting of a free software client and Axis network cameras or video encoders with SD-card support, the solution is designed for systems from 1 to 16 cameras. It is ideal for retail stores, offices, hotels or other small businesses that need easy-to-use and future-proof video surveillance with HDTV quality.

“While network video is increasingly replacing analog technology in larger installations, smaller video systems still rely heavily on analog cameras and DVRs,” says Peter Friberg, Axis’ Director of System and Services. “With our new solution, we address a segment of the market that has previously not had easy access to IP video. Since AXIS Camera Companion records all video in the cameras or encoders, the solution becomes very simple, reliable and cost-effective. Now even small business owners can enjoy the benefits of network video, such as excellent HDTV image quality, remote access to video and scalability,” he adds.

The new solution allows small business owners to use HDTV network cameras to help them clearly identify intruders, shoplifters and other incidents. Video can be viewed live and recordings played back from anywhere – on-site or remotely over the Internet. The system supports motion detection and pan/tilt/zoom control. Video clips and snapshots can be easily exported to colleagues and authorities, and the system supports third-party apps for viewing live and recorded video on leading smartphones and tablets, such as iPhone, iPad and Android.

Unlike analog surveillance installations, AXIS Camera Companion does not require a central recording device – a digital video recorder (DVR), network video recorder (NVR), or even a computer. The cameras are powered over the network, eliminating the need for separate power cables. All images are recorded onto a standard SD memory card in each camera, and even if a network fails, the cameras keep recording. This reduces cost, simplifies installation, and makes the system more robust as there is no single point of failure.

The AXIS Camera Companion solution consists of three parts: Standard Axis network cameras



or video encoders with edge storage support for recording onto SD-cards; a free software client and third-party mobile apps used for viewing live and recorded video; and standard third-party network equipment such as routers, switches, SD cards and NAS devices. Existing analog cameras can be integrated via video encoders.

A majority of Axis network cameras and video encoders with firmware 5.40 or later support AXIS Camera Companion. For a complete list of the supported products, please see: http://www.axis.com/products/cam_companion_software/supported.htm The AXIS Camera Companion software will be available for free download from www.axis.com from March 21, 2012. The cameras are available through Axis' security installation and system integration partners. For photos and more, please visit http://www.axis.com/corporate/press/press_material.htm?key=accom

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