

Lund, April 1, 2014

## **Axis announces its first 4K resolution camera as part of a new compact bullet-style series**

**The AXIS P1428-E Network Camera is the top-of-the-line model in the compact AXIS P14 Series. With 4K technology, it offers the latest generation of HDTV standards and features a resolution four times higher than HDTV 1080p. The new AXIS P1428-E is ideal for overlooking large areas like parking lots and public squares while also being able to capture fine details.**

Axis Communications, the world leader in network video, today announces its first 4K resolution camera, AXIS P1428-E. The 4K standard is defined and approved by the International Telecommunication Union (ITU) and offers a video resolution of 3840 x 2160 pixels at 30 frames per second.

The AXIS P1428-E Network Camera is the top-of-the-line model in the compact AXIS P14 Series, designed for outdoor and demanding indoor environments. The AXIS P14 Series consist of seven network camera models ranging from HDTV 1080p to 4K allowing customers to select the camera that best meets their specific requirements and budget, offering efficient and reliable video surveillance in any environment. The new AXIS P1428-E offers a number of value adding features such as remote zoom and focus, a built-in slot for micro SD/SDHC/SDXC memory cards and I/O connectors for interfacing with external devices.

“Simply put, 4K offers four times the resolution of HDTV 1080p. It is an established industry standard both in motion picture production and for consumer displays with a dramatic pace of market penetration. Now it's time to make use of this new technology also in video surveillance,” says Erik Frännlid, Director of Product Management, Axis Communications. “An important factor in the development of this first Axis 4K camera was to bring the new industry standard into a product series intended to be implemented into practical use from day one. Initially, it is likely that most customers will be using a standard HDTV monitor. 4K makes it possible to enhance any portion of the screen without losing details. To manage bandwidth consumption, users can view the live video stream in HD 1080p and take advantage of 4K recordings for forensic purposes. “

Axis was among the very first companies to introduce HDTV network cameras in the surveillance market. The introduction of the 4K technology into our product portfolio is a natural step in the journey to respond to customer demand.

The AXIS P1428-E Network Camera with 4K resolution is planned to be available in Q3 2014 through Axis' distribution channels.

For photos and other resources, please visit:

[www.axis.com/products/p14\\_series/index.htm](http://www.axis.com/products/p14_series/index.htm).

**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](mailto:pressoffice@axis.com).

**About Axis**

*Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.*

*Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 65,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).*