



PRESS RELEASE

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Three new series and 17 new network cameras announced by Axis within two weeks

Axis Communications, the world leader in network video has launched three new series of network cameras comprising 17 new products to meet customer needs for both high-end installations and cost-effective deployments. The company's first 4K camera is also introduced as top-of-the-line model in the compact bullet-style series.

In the last week of March, Axis announced ten strong additions to its comprehensive lineup of fixed dome network cameras – the new AXIS Q35 Series and AXIS P32 Series as well as two additions to the existing AXIS P33 Series. Together, they offer customers versatile options from high-end video surveillance installations offering HDTV 1080p resolution and Wide Dynamic Range (WDR) technology, to affordable volume deployments featuring HDTV video quality and remote zoom and focus.

The introduction of the new series of seven compact bullet-style cameras was also announced on the first day of April, alongside the launch of Axis' first 4K resolution camera.

The new AXIS P14 Network Camera Series consists of seven compact bullet-style cameras including functionalities such as built-in IR and a top-of-the-line model with 4K resolution. The new cameras are designed for outdoor and demanding indoor environments, and are ideal for 24/7 video surveillance of offices, shopping malls, parking-lots and public squares.

The top-of-the-line model in the compact AXIS P14 Series is the AXIS P1428-E network camera with 4K technology – the first one of its kind available from Axis, and approved by the International Telecommunication Union (ITU). It offers a video resolution of 3840 x 2160 pixels at 30 frames per second. The model is ideal for overlooking large areas like parking lots and public squares while also being able to capture fine details.

"It has been an exciting time for us in the past few weeks, when we've launched a total number of 17 products to cater for a variety of customer needs. We have great news to share with our existing and new customers whether they are waiting for our first 4K camera, looking for a high-end installation offering HDTV quality, or a cost-effective way for volume deployments", says Erik Frännlid, Director of Product Management, Axis Communications. "Since 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."

Additional information

Below is a summary of all three news items. Full versions of the press releases are available online. More information and images are available on request.

March 25, 2014: Axis announces two new series of fixed dome network cameras for high-end installations and affordable volume deployments

The AXIS Q35 Network Camera Series is suited for high-end video surveillance installations offering HDTV 1080p resolution at 60 fps, Electronic Image Stabilization or Wide Dynamic Range - dynamic capture (WDR) technology. The AXIS P32 Network Camera Series meets quality and cost demands of volume deployments featuring HDTV video quality and remote zoom and focus.

April 1, 2014: Axis introduces new series of seven cost-effective and compact bullet-style cameras for any environment

The new AXIS P14 Network Camera Series consists of seven compact bullet-style cameras offering functionalities required for most installations. The series includes cameras with built-in IR as well as a top-of-the-line model with 4K resolution. The new cameras are designed for outdoor and demanding indoor environments. They are ideal for 24/7 video surveillance of offices, shopping malls, parking-lots and public squares.

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.

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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.