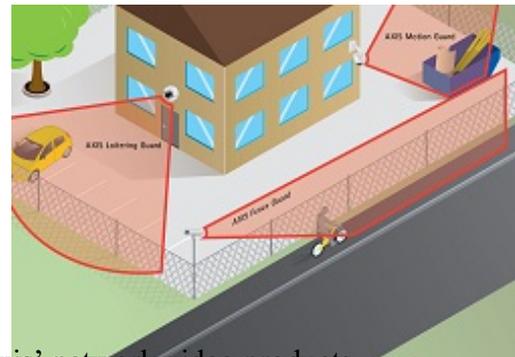


Lund, September 28, 2015

Axis introduces video analytics with reliable, easy to install AXIS Guard Suite for enhanced video surveillance efficiency

Axis announces AXIS Guard Suite, a series of robust video analytics applications that quickly turn Axis network cameras into smart security systems, allowing a more pro-active approach to video surveillance. The offering targets small and medium-sized installations with an easy to install and affordable solution for efficient surveillance that is well suited for commercial, industrial and public grounds, buildings, and indoor areas.

Axis Communications, the market leader in network video, introduces AXIS Guard Suite of video analytics applications, expanding its portfolio for video surveillance solutions with an easy to install and affordably priced video analytics offering. The applications, available for various monitoring needs, complement Axis' range of network camera solutions and are easily integrated with AXIS Camera Station - a proven video management system (VMS) optimized for Axis' network video products.



“With AXIS Guard Suite you can enhance the video surveillance capabilities of network cameras and turn them into even more powerful devices. Now also small and medium-sized businesses can benefit from efficient detection capabilities, resulting in fewer false alarms and missed incidents along with more effective investigative features. AXIS Guard Suite is an ideal cost-efficient and reliable add-on that will enable our customers to ensure safer and better protected premises and assets,” said Peter Friberg, Director Solution Management, Axis Communications.

AXIS Guard Suite now offers a reliable solution for use in low-traffic areas such as after-hour monitoring of retail shops and offices, parking lots and other unattended areas where reliable motion detection is needed. In addition, other video motion detection features are available through Axis' application development partners that provide a broad range of video analytics that work with Axis network video products.

AXIS Guard Suite provides robust detection as video analysis is performed directly on the camera's uncompressed video stream, and supported by AXIS False Alarm Filtering technology for high reliability.

The AXIS Guard Suite offers three applications:

AXIS Motion Guard: For general motion detection, typically on premises that are supposed to be empty after hours, e.g. parking lots, construction sites, etc.

AXIS Fence Guard: For protection of a fenced-off area by detecting attempts to climb or sabotage the fence

AXIS Loitering Guard: For detecting suspicious behavior in semi-public areas where loitering may pose a security issue

AXIS Guard Suite is designed to be installer-friendly. The applications are downloadable from the AXIS Camera Application Platform (ACAP) gallery and easy to install and configure, with an intuitive user interface, contextual help and smart configuration options. A quick five-step setup wizard guides the installer through calibration, area, filters and custom profile settings (e.g. for night time, windy days, etc.)

AXIS Guard Suite is planned to be available in Q4 2015 through Axis distribution channels.

For photos and other resources, please visit:

http://www.axis.com/corporate/press/press_material.htm?key=guard_suite

Film and more information: <http://www.axis.com/products/axis-guard-suite>

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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 1,900 dedicated employees in more than 40 countries around the world, supported by a network of over 75,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.