

London,

## **Axis camera captures the moment two rare leopard cubs are born at a zoo in Estonia**

**Axis Communications, the global leader in the network video market<sup>1</sup> has provided an AXIS P3344-VE network video camera to Tallinn Zoo in Estonia to capture the moment an Amur leopard, one of the world's most endangered species of big cats, gave birth to two cubs.**

Born on the 15th April, the two cubs are very welcome additions to the zoo as there are only about 35 Amur leopards remaining in the wild and this is believed to be the first live recording of a birth.

In preparation for the birth, the zoo approached Axis' partner in Estonia, Digisilm to install a camera in the leopard's lair to record the imminent arrivals and so they could monitor progress. An AXIS P3344-VE network video camera was installed so that a live feed of the birth could also be streamed over the Internet for those around the world with an interest in this particular breed of leopard.

Mario Puhk, board member, Digisilm said: "Since the birth of these two beautiful animals, the live streaming enabled by the AXIS P3344-VE has been viewed by more than 165,000 people from around the world.

"The birth of these cubs was an extremely important moment for this critically endangered species and I am delighted that we were asked to help record the birth. The clarity of the footage provided by the AXIS P3344-VE network video camera has been admired by a global audience."

The lair had to be kept in complete darkness so as not to disturb the birthing or bonding process, so Digisilm opted for an Axis camera that could deliver clear images in dark lighting conditions. The camera's remote focus function made its installation extremely quick and easy once the camera was in position. The camera also allows for multiple H.264 and Motion JPEG streams to be provided simultaneously either in full frame rate or individually optimised for different quality needs and bandwidth constraints.

Phil Doyle, regional director, Northern Europe, Axis Communications said: "This project highlights the versatility of Axis' network video cameras. Digisilm needed to provide a camera that could provide clear images even in dark lighting conditions and then share these images as a live feed over the Internet. The AXIS P3344-VE was able to do this, and this footage is bringing a great deal of pleasure and enlightening many people around the world about this species."

Footage can be seen here at: <http://www.digisilm.ee/loomad/amur/pesakaamera.html>

For more information about Axis' range of network video cameras and applications, please visit [www.axis.com](http://www.axis.com). Follow us on Twitter at <http://twitter.com/AxisIPVideo>

**Notes to editors**

*1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2008 Edition' published in November 2008.*

**About Axis Communications**

*Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms. Axis is a Sweden-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Nordic, under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)*

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