

*Chelmsford, Mass., March 10, 2011*

## **Axis Introduces World's Smallest HDTV Pan/Tilt/Zoom Camera**

**Palm-sized PTZ dome series gives the big picture with an intelligent, high-quality and affordable solution for discreet surveillance**

CHELMSFORD, Mass. – Mar. 10, 2011 – Axis Communications, the market leader in network video, today presents the world's smallest, ceiling mount pan/tilt/zoom dome network cameras with HDTV performance. AXIS M50 PTZ Dome Network Camera Series offers security directors and business managers a highly discreet and affordable solution for monitoring indoor areas – such as retail stores, banks, hotels, office lobbies, restaurants and warehouses – with remote monitoring capabilities to improve security and more effectively manage one or more locations.

With a sleek and compact design, AXIS M50 cameras are only 5.1” wide and 2.2” high, enabling high-quality 360° surveillance ( $\pm 180^\circ$  pan,  $90^\circ$  tilt and 3x digital zoom) with HDTV 720p resolution in a package smaller than the average hand. As a complement to its intelligent motion detection capabilities, a built-in microphone also enables audio detection that monitors for unusual noises during off-hours to trigger a security alarm that is sent to the business owner and/or security personnel. The mini PTZ dome cameras are easy to install on soft and hard ceilings as well as on walls, and can cover an area of up to 4,300 sq. ft. With an IP51 rating, the cameras are dustproof and protected from dripping water, enabling video to be taken even when a sprinkler system is activated. The cameras are powered using Power over Ethernet (PoE IEEE 802.3af), which simplifies installation since a standard network cable – when connected to a switch with PoE support – will carry power, video and PTZ controls.

The new PTZ dome series consists of AXIS M5013 and AXIS M5014 models. AXIS M5013 features SVGA 800x600 resolution, while AXIS M5014 has HDTV-standard 720p resolution, which guarantees color fidelity and full frame rate video in a 16:9 format with progressive scan technology. AXIS M50 Series can deliver multiple, individually configurable H.264 and Motion JPEG video streams simultaneously.

“With the launch of this affordably priced, palm-sized PTZ dome series, businesses of all types have the opportunity to enjoy the flexibility and wide-coverage viewing that a pan/tilt/zoom camera provides, with the bonus of an HDTV option,” said Fredrik Nilsson, general manager, Axis Communications Inc. “And, thanks to the many benefits of IP video, it will be a great fit for store and business owners who require an overview of their building to not only monitor security, but to also see if operations are running as they should be.”

AXIS M50 cameras are supported by AXIS Camera Station video management software and the industry's largest base of surveillance applications through Axis' Application Development

Partner program. AXIS M50 Series will be available to order in April 2011 through Axis' standard channels at the suggested retail price of \$499 for AXIS M5013 and \$599 for AXIS M5014.

For photos and other resources, please visit

[http://www.axis.com/corporate/press/press\\_material.htm?key=m50series](http://www.axis.com/corporate/press/press_material.htm?key=m50series).

Notes to editors

1 The network camera market is set to have a CAGR of 27 per cent per year over the next five years. The world market for video surveillance products is forecast to be worth more than \$14.4 billion by 2014 according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2009 Edition' published in August 2009.

***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 Stockholm, 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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