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Axis Announces Its Most Affordable Network Cameras with HDTV Resolution, Edge Storage and AXIS Camera Companion Support

AXIS M1013 and AXIS M1014 Network Cameras offer SVGA and HDTV 720p resolutions with H.264 compression and embedded MicroSDHC card slot.

CHELMSFORD, Mass. – April 25, 2012 – Axis Communications, the world leader in network video, announces its first additions to the affordable AXIS M10 Network Camera Series with support for edge storage and AXIS Camera Companion: AXIS M1013 and AXIS M1014 Network Cameras. The SVGA and HDTV 720p models with discreet design and built-in slot for MicroSDHC card storage are perfect for securing small businesses, restaurants, hotels and convenience stores.

“The new IP cameras in the AXIS M10 Series with MicroSDHC card and NAS support offer the perfect complement to the easy-to-install and intuitive AXIS Camera Companion solution we launched last month for 1-16 camera systems,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “Innovations in IP video surveillance continue to make the technology more and more affordable for small camera count installations. With these new network cameras with edge storage, we can offer a standalone four-camera IP surveillance solution for less than \$1,000.”

At full frame rate AXIS M1014 offers HDTV 720p / 1 megapixel resolution, while AXIS M1013 offers SVGA resolution. These indoor-only AXIS M10 Series models feature additional IP benefits including motion detection, tampering alarms and advanced H.264 compression to reduce storage costs and bandwidth. The fixed network cameras also have edge storage support for both in-camera MicroSDHC cards and complementary network shares such as a Network Attached Storage (NAS) device. This allows users to build cost-efficient and reliable edge recording solutions, or take advantage of additional storage redundancy.

AXIS M1013 and AXIS M1014 Network Cameras also feature support for AXIS Video Hosting System with one-click camera connection, making the cameras ideal for a hosted video solution.

“Small system surveillance users who were typically relegated to using outdated analog systems because of cost and perceived complexity can now enjoy the resolution, full frame rate and color fidelity of HDTV-quality IP surveillance – all without compromising the budget,” said Nilsson.

While AXIS M1013 and AXIS M1014 Network Cameras will work with any IP-based video surveillance system, the compatibility with AXIS Camera Companion makes this product release especially compelling. AXIS Camera Companion is an all-in-one, easy-to-use IP-based surveillance solution consisting of Axis cameras and/or encoders, SD cards, a switch or router

and free recording software. Each camera serves as an independent surveillance device, recording video to its own internal SD memory card – this means that there is no single point of failure for the system and no additional onsite recording hardware or computer is needed for operation.

Click to see AXIS Camera Companion videos on installation, ease-of-use and customer testimonials.

AXIS M1013 and AXIS M1014 models are supported by AXIS Camera Station and the industry's largest base of video management software through the Axis Application Development Partner Program. The cameras also include support for hosted video and ONVIF compatibility for easy camera system integration.

AXIS M1013 and AXIS M1014 Network Cameras are expected to be available in Q2 2012 at the suggested retail prices of \$179 for AXIS M1013 and \$229 for AXIS M1014.

About Axis Communications

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world – driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.

Axis has more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.

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