

Chelmsford, Mass., August 21, 2012

Axis Launches First-Ever IP Camera that Features Both Dynamic Capture WDR and Lightfinder Technologies

AXIS P3384 Fixed Domes leverage two of the latest in imaging technologies for outstanding performance across a wide range of demanding lighting conditions

CHELMSFORD, Mass. – August 21, 2012 – Axis Communications, the world leader in network video, today introduces AXIS P3384-V/-VE Fixed Dome Network Cameras, which feature its two latest imaging technologies in the same camera for the first time: wide dynamic range (WDR) with ‘dynamic capture’ for environments with strong variations in light and Lightfinder technology to produce color video even in the lowest of light.

Any surveillance camera can be configured to produce excellent video in perfect lighting conditions. In the real world, however, the intensity, quality and direction of natural and artificial light often fluctuates throughout the day, challenging the camera to produce quality video in a variety of difficult lighting conditions – like low light, direct light, through shadows and while fighting reflections. Cameras that are ideal for one lighting situation often perform poorly in another.

AXIS P3384 Network Cameras, available in vandal-resistant indoor and outdoor-ready models, allow the user to select between two enhanced imaging modes during installation to combat specific lighting scenarios. The camera can be configured to either utilize WDR with dynamic capture to compensate for intense backlight or variable lighting conditions, or enable Lightfinder to overcome low light and capture color details when typical day/night cameras would switch to black and white. This imaging flexibility makes AXIS P3384 ideal for all types of surveillance applications, including at airports, train stations, hospitals, government buildings, banks, retail stores and for city surveillance.

“When it comes to difficult lighting scenarios in surveillance, some cameras are fantastic in low light, while others are great when sun shines directly at the lens,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “Unfortunately, this meant users often had to choose between, say, low light performance or exceptional WDR and select the camera that worked best for the lighting scenario they deemed more important. That changes with the introduction of AXIS P3384.”

Axis first introduced dynamic capture WDR in AXIS Q1604 Network Cameras, which uses advanced image processing to ensure that no part of the video is too dark or too bright. This creates video with clarity and sharpness in challenging and variable lighting scenarios, such as when the sun backlights the area by shining directly toward the lens or when intense contrast creates shadows in the scene. These are common challenges when monitoring entranceways,

buildings with large windows, tunnel passages and cities where the skyline creates a variety of shadows (video showcasing WDR with dynamic capture).

Lightfinder was first launched in AXIS Q1602 Network Cameras, making it the most light sensitive camera on the market that could produce color video down to 0.05 lux (video showcasing Lightfinder technology). This color-at-night technology, which greatly aids in identification, is the result of an ideal combination of lens, image sensor and in-camera chip technology to reduce noise and motion blur in low light, and was later added to AXIS P33 Series cameras announced earlier this year.

This is the first time that both WDR with dynamic capture and Lightfinder are options in the same IP camera to handle all difficult lighting scenarios.

In addition, AXIS P3384-V/-VE cameras with a P-iris lens provide HDTV 720p/1.3MP resolution based on a 1/3" image sensor inside an IK10 vandal-resistant housing. Like all AXIS P33 Series cameras, they have a modular design with easy installation capabilities, including remote zoom and a pixel counter to ensure that the angle of view is optimized with the required pixel resolution. Remote focus is included to eliminate manual focusing at the camera.

AXIS P3384 cameras also feature audio support, input/output (I/O) ports for the connection of external devices, and an SD/SDHC card slot for internal storage. Support for standard, environment-friendly Power over Ethernet requires only one network cable to carry both power and data, and the weatherproof, outdoor-ready models can operate in extreme temperatures from -40 °F to 131°F. Also, the highly efficient H.264 Main Profile option can reduce bandwidth and storage needs up to 20 percent.

AXIS P3384-V and AXIS P3384-VE fixed domes are supported by the Axis Application Development Partner Program, the industry's largest base of video management software, as well as AXIS Camera Station. The cameras include support for AXIS Camera Application Platform for software developers to create 3rd party intelligent applications to run inside the camera itself and feature high processing power for enhanced performance of video analytics applications. AXIS Video Hosting System enables these cameras to integrate into a hosted video solution and ONVIF support is included for easy camera system integration.

The cameras are expected to be available in Q3 2012 through Axis' standard channels at the suggested retail prices of \$999 for AXIS P3384-V and \$1159 for AXIS P3384-VE.

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.

Contacts:

Domenic Locapo
Axis Communications
978-614-2074
dlocapo@axis.com

Matt Flanagan
fama PR, Inc.
617-986-5002
axis@famapr.com