

Chelmsford, Mass., October 18, 2012

## Axis Communications Awarded Prestigious Wall Street Journal Technology Innovation Award for Lightfinder Technology

**Lightfinder enables better identification in surveillance applications by providing color, detailed video even in the dark**

**CHELMSFORD, Mass. – October 18, 2012** – Axis Communications, the world leader in network video, is proud to announce that it has received *The Wall Street Journal* Technology Innovation Award in the Physical Security category for its Lightfinder technology.

Lightfinder is an unrivalled technology in the surveillance world that enables IP-based, digital surveillance cameras to see detail and color during difficult lighting conditions, including at night (see video). Colors are maintained in low light with no need for artificial illumination, which provides business owners, law enforcement and security personnel with key details for identification as compared to typical day/night surveillance cameras that switch to black and white video in low light.

Axis launched Lightfinder globally in 2011 with the introduction of AXIS Q1602 Network Camera, and has since rolled out the feature in its other product lines, including AXIS P33 Fixed Dome Network Camera Series and AXIS P13 Network Camera Series. Additionally, Axis recently combined Lightfinder with its advanced ‘dynamic capture’ wide dynamic range technology (see video) with the launch of AXIS P3384-V/-VE Fixed Dome Network Camera.

Axis with Lightfinder was the only winner in the Physical Security category of *The Wall Street Journal* Technology Innovation Awards.

In a *Wall Street Journal* interview, William Webb, chief technology officer of Neul Ltd. and an Innovation Awards judge, said that Axis combined a few different ideas to put more intelligence into how the camera works – ideas that stuck out to the judge.

“We’re delighted and honored to get this award,” says Ray Mauritsson, president and CEO at Axis Communications. “It verifies our strength as an innovative company and proves that Axis is a driving force behind the shift from analog to digital video surveillance.”

A total of 536 applications from 24 countries were submitted to The Wall Street Journal Technology Innovation Awards competition in 2012. A team of editors and reporters reviewed applications and forwarded the 172 most promising entries to an independent panel of judges from venture-capital firms, universities and companies. From that pool, the judges chose 37 winners and runners-up in 18 categories.

Other awards that Axis received for Lightfinder include the Private Security Award (2012), ASIS Accolades (2011) and the Government Security News Homeland Security Awards (2011).

□ **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 1,200 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](http://www.axis.com).*

**Contacts:**

*fama PR, Inc.*

*Jennifer Sricharoenchaikit, 617-986-5023*

*[axis@famapr.com](mailto:axis@famapr.com)*

*Axis Communications, Inc.*

*Domenic Locapo, 978-614-2074*

*[dlocapo@axis.com](mailto:dlocapo@axis.com)*