

*Chelmsford, Mass., March 12, 2013*

## **Axis Announces Affordable Wireless Network Camera with HDTV Quality and Push-Button Wi-Fi Protected Setup**

**Sub-\$200 IP camera with One-Click Camera Connection for hosted video and NAS integration is ideal for small stores, offices and residential surveillance**

**CHELMSFORD, Mass. – March 12, 2013** – Axis Communications, the market leader in network video, today announces the small and cost-efficient AXIS M1004-W Network Camera with advanced wireless connection capabilities, 720p HDTV video quality and Axis' unique One-Click Camera Connection technology. With support for Wi-Fi Protected Setup (WPS), easy hosted video connection and edge recording to a network attached storage (NAS) device, AXIS M1004-W is an ideal match for small retail, office and residential surveillance users searching for a simple-to-install, flexible and affordable indoor IP camera solution.

Support for WPS protocol simplifies the process of configuring logical security on wireless networks with a push-button for automatic WLAN pairing. This helps installers or integrators save installation time and easily set-up high network security in Wi-Fi areas, especially where it is not possible to install Ethernet cables.

AXIS M1004-W Network Camera also features support for AXIS Video Hosting System with One-Click Camera Connection, making the cameras ideal for a hosted video solution. In addition, it includes an I/O port (one input, one output) for connecting devices such as sensors and external relays to activate lights or open/close doors upon video motion.

“AXIS M1004-W is an easy to install [wireless] camera and is affordably priced, adding more flexibility and choice to the well-established AXIS M10 Series,” says Erik Frännlid, Axis’ director of product management. “The camera supports a push-button for easy WLAN pairing, assuring user-friendliness and high network security while enabling HDTV video to be streamed reliably over a wireless network. Small businesses and residential users will have an affordable and easy-to-use surveillance solution with AXIS M1004-W.”

Features of AXIS M1004-W include:

- 1280x800 pixel resolution, progressive scan, HDTV color fidelity and full frame rate
- Multiple H.264 video streams
- 16:9 widescreen and Axis’ Corridor Format
- Input/output ports
- Support for Edge storage to NAS
- Support for Wi-Fi IEEE802.11b/g/n
- Support for Wi-Fi Protected Setup protocol

The camera will be supported by the industry's largest base of video management software through the Axis Application Development Partner Program as well as AXIS Camera Station. AXIS M1004-W also includes support for AXIS Video Hosting System with One-Click Camera Connection for communication with cloud-based video systems, ONVIF for easy system integration and AXIS Camera Application Platform for third-party application developers to create additional intelligent video capabilities.

AXIS M1004-W is planned to be available in Q2 2013 for \$199 MSRP through Axis' standard distribution channels. For photos and other resources, please visit:  
[http://www.axis.com/corporate/press/press\\_material.htm?key=m1004w](http://www.axis.com/corporate/press/press_material.htm?key=m1004w).

***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 1,400 dedicated employees in 41 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).*

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