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Axis Announces its First 4K Resolution Camera as Part of New Compact Bullet-style Series

AXIS P1428-E Network Camera brings the 4K Ultra HD standard to video surveillance with full frame rate performance in an outdoor-ready package; Latest generation of ITU standard delivers four times the resolution of 1080p

CHELMSFORD, Mass. – April 1, 2014 – Axis Communications, the global leader in network video, today announces its first 4K resolution camera with the outdoor-ready AXIS P1428-E Network Camera. The 4K standard, an established motion picture production and consumer television standard also known as Ultra HD, is defined and approved by the International Telecommunication Union (ITU) and offers a video resolution of 3840 x 2160 pixels at 30 frames per second.

Axis will showcase 4K Ultra HD performance at booth #14059 during this week's ISC West security tradeshow beginning on Wednesday at the Sands Expo in Las Vegas.

The AXIS P1428-E Network Camera is the flagship model in the brand new AXIS P14 Series also announced today, which are compact bullet-style fixed cameras designed for outdoor and demanding indoor environments. AXIS P1428-E with 4K resolution offers a number of valuable features for security integrators and end-customers, including remote zoom and focus, a built-in slot for a micro SD/SDHC/SDXC memory card and I/O connectors for interfacing with external devices – all of which make the camera ideal for overlooking large areas like parking lots, city squares and stadiums while being able to capture fine details.

[Click here](#) to see a video clip from AXIS P1428-E Network Camera.

Axis was among the very first companies to introduce HDTV network cameras in the surveillance market with the launch of AXIS Q1755 Network Camera in January 2009. The introduction of 4K technology into Axis' product portfolio is a natural step in the journey to respond to customer demand for consumer-grade resolution using standards-based technology.

“It was a game-changer when we launched the first true HDTV standard camera in 2009. Back then, AXIS Q1755 delivered 720p / 1080i performance for \$1,499. With 4K Ultra HD, we can deliver four times 1080p resolution at a full 30 frames per second for \$500 less. It's Moore's Law and innovative product design at work,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “We anticipate that the new AXIS P14 Series will be a very popular choice for customers across many industry segments, so we're proud to offer the 4K standard in this practical and cost-effective series at the onset.”

AXIS P14 Series consists of seven network cameras ranging from HDTV 1080p to 4K Ultra HD.

The innovative all-in-one mechanical design of AXIS P14 Series includes the location of electrical components like the Ethernet connection, memory card slot and I/O connectors in the foot of the camera. This offers efficient and reliable video surveillance in any environment while allowing customers to select the camera that best meets their specific requirements and budget.

4K technology is an established industry standard both in motion picture production and consumer displays. Initially, Axis anticipates that the majority of AXIS P1428-E customers will utilize standard HDTV monitors. This will allow them to enhance any portion of the screen to pull crisp forensic video from large areas without losing details.

AXIS P1428-E Network Camera with 4K resolution is planned to be available in Q3 2014 through Axis' distribution channels at a suggested retail price of \$999.

For photos and other resources, please visit:

http://www.axis.com/products/p14_series/index.htm.

About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based 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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