

Chelmsford, Mass.,

AXIS P5415-E PTZ Dome Network Camera Wins “Best in Video Surveillance Hardware and Accessories” at the 2014 SIA New Product Showcase Because of Innovative Design, Unique Features

Axis Communications’ uniquely-designed, wall-mountable AXIS P5415-E PTZ Dome Network Camera recognized at ISC West a week after winning the global Red Dot Design Award

CHELMSFORD, Mass. – April 16, 2014 – Axis Communications, the market leader in network video, today announced its innovative AXIS P5415-E PTZ Dome Network Camera designed specifically for wall-mount installations has been named the “Best in Video Surveillance, Hardware and Accessories” by the Security Industry Association (SIA) in the 2014 New Product Showcase at ISC West. AXIS P54 Series cameras offer innovative hardware designs that not only appeal to architects and designers, but also anyone seeking a reliable and cost-effective installation for network video surveillance.

AXIS P5415-E is an outdoor-ready HDTV 1080p pan/tilt/zoom (PTZ) dome with 18x optical zoom, “direct drive” technology and a built-in wall bracket to make wall-mount surveillance installations quicker and easier. The camera features an integrated sunshield designed for easy removal so it can be painted to match the color of the wall it is mounted on to offer a more aesthetic and discreet installation. The camera’s sloped design also helps deter tampering attempts. AXIS P54 Series is ideal for use in city and perimeter surveillance, parking garages and school yards.

“Architects seek products that blend into the environment, installers look for ease of installation and customers expect reliability. The unique design of AXIS P5415-E meets all of these demands,” said Kent Fransson, product manager, Axis Communications. “Awards like SIA’s New Product Showcase and the Red Dot Design award recognize the importance of innovation in product development as well as design, and we are honored that AXIS P5415-E was selected.”

AXIS P5415-E also features:

Mechanical endurance thanks to the direct drive design, as there are no mechanical parts, such as belts or gears.

A hidden junction box that supports two-way audio, four configurable inputs/outputs to external devices, a memory card slot and the option for customers to use either 24 V DC or Power over Ethernet Plus (IEEE 802.3at).

A very light-sensitive image sensor that enables it to deliver better image quality in low-light

conditions than many other HDTV 1080p PTZ cameras.

"Each year, the companies competing in SIA's New Product Showcase at ISC West present the leading-edge security solutions that are shaping the industry," said SIA CEO Don Erickson. "These new technologies and solutions are the drivers that are moving the security industry forward, and I congratulate Axis Communications on their win at this year's NPS."

Since its inception in 1979, the New Product Showcase has been the security industry's premier awards-based marketing program. This year's program had 105 entries from 88 companies.

In addition to the Best New Product and Judges' Choice honors, awards were presented in 24 other product and service categories. NPS judges also presented seven honorable mention awards. The Awards List and more information on the SIA New Product Showcase can be found at <http://www.sianps.com>.

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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