



PRESS RELEASE

Chelmsford, Mass., March 22, 2016

Axis introduces high performance mini dome camera series for discreet indoor video surveillance

This new AXIS M30 Series features Wide Dynamic Range to adapt to variable lighting conditions and Axis' Zipstream technology, which reduces storage and bandwidth requirements. The M30 Series has a new three year warranty, can be discreetly installed indoors and is best suited for video surveillance applications in hotels, restaurants, retail shops, offices and schools.

Axis Communications, the market leader in network video, introduces three new mini dome network cameras to the AXIS M30 Series. The new models offer HDTV image quality to capture all details, Wide Dynamic Range (WDR) technology to adapt to variable lighting conditions and Axis' Zipstream technology to reduce storage and bandwidth requirements by 50% without sacrificing important image details. The factory-focused cameras can be mounted on walls or ceilings and easily be leveled and directed in any direction using a 3-axis camera angle adjustment.

"By offering WDR and Zipstream the new AXIS M30 Series can provide small and medium sized businesses with stellar image quality and significant cost savings," said Fredrik Nilsson, general manager, Axis Communications, Inc. "The M30 Series also offers a 4 megapixel option as well as a new three year warranty."

AXIS M3044-V provides HDTV 720p video at up to 30 fps. AXIS M3045-V provides HDTV 1080p video at 30 fps and offers HDMI support that enables live streaming to an HDTV monitor for public viewing. AXIS M3046-V provides 4 megapixel video at up to 30 fps and supports the common format of QHD, which allows it to be used as an alternative to a camera with varifocal lens. The AXIS M3046-V camera's high resolution and digital PTZ (pan-tilt-zoom) capability enable sharp, cropped-out views in HDTV 1080p video with a horizontal field of view from 95° to 125°.

The new cameras in the AXIS M30 Series provide multiple, individually configurable H.264 and Motion JPEG video streams in addition to WDR and Axis' Zipstream technology. The cameras offer video motion detection and active tampering alarm and support third party video analytics applications such as people counting. Axis' Corridor Format makes full use of the sensor when monitoring narrow areas such as staircases, hallways or aisles by providing vertically oriented video streams. The cameras support Power over Ethernet (PoE) requiring only one network cable for data and power and also offer an integrated MicroSD/microSDHC memory card slot for edge storage applications, which supports up to 64GB.

AXIS M3044-V, AXIS M3045-V and AXIS M3046-V come with a new three year warranty. This will be the new standard warranty for all future AXIS M-line Series products and is a

significant increase from the previous one year warranty. Defective products under the warranty period will either be repaired or replaced at no cost to the customer.

AXIS M30 cameras are supported by the industry's largest base of video management software through the Axis Application Development Partner (ADP) Program, and AXIS Camera Companion. The cameras also include support for AXIS Camera Application Platform and ONVIF for easy system integration. Cyber protection has also been built in to these cameras to include support of IEEE 802.1x for authentication and HTTPS (also known as SSL/ TLS) to encrypt data.

The new cameras in the AXIS M30 Series are planned to be available in Q2 2016 through Axis' standard distribution channels at a suggested retail price starting at \$199.

For photos and other resources, please visit:

http://www.axis.com/corporate/press/press_material.htm?key=m30series

For further information about Axis Communications, please contact:

Kristin Albano, Axis Communications, Inc.

Phone : 978 614 3089, Email : kristin.albano@axis.com

Anne Lines, Matter Communications

Phone : 978 518 4512, Email : axis@matternow.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 customers 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 2,100 dedicated employees in 50 countries around the world, supported by a network of over 80,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com. Follow us on twitter @axisipvideo.