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Axis launches AXIS Companion Line for small businesses

Comprehensive ‘out-of-the-box’ solution to help small businesses address their security needs. AXIS Companion Line offers a focused support program for local installers called the AXIS Companion Specialist initiative and also delivers quality benefits of IP-based video surveillance.

Axis Communications, the market leader in network video, has announced an offering to meet the unique security requirements of small businesses. The offering combines a complete, integrated and highly reliable product solution - the AXIS Companion Line - with comprehensive support for installers who call on small businesses, the AXIS Companion Specialist initiative. The initiative makes adopting an advanced network video security system an easier, more cost-effective and low risk proposition for businesses that have a basic need for video surveillance to secure employees, customers, premises and assets.

“Small businesses are often hesitant to adopt IP based security solutions due to price, installation, and maintenance concerns. AXIS Companion Line addresses these concerns by offering cameras, storage, software and other key components at a competitive price,” said Fredrik Nilsson, Vice President, Americas, Axis Communications, Inc. “In addition to delivering enterprise-level quality in an easy-to-use solution, AXIS Companion Line also provides peace of mind to small business owners as they can focus on running their business.”

Building a complete solution

A key element in the AXIS Companion Line is the AXIS Companion Recorder, an 8-channel network video recorder with a built-in Power over Ethernet (PoE) switch for cost savings at installation. The device includes a video surveillance grade hard disk and a fan-less design. It also includes a USB port for easy export of video footage and a wireless access point for direct access to the system with mobile devices.

The solution leverages the AXIS Companion video management software, which simplifies installation and use via the AXIS Companion mobile app for iOS or Android devices. This removes the need for a PC during the system setup or on-going use. The app allows users to securely access video footage and manage the cameras remotely from their smartphone or other mobile device.

The IP cameras available in the AXIS Companion Line provide a range of capabilities, including day and night video surveillance with integrated infrared (IR) illumination for indoor or outdoor surveillance. All of the AXIS Companion Line cameras deliver high video quality in full HDTV or up to 2 Megapixel resolutions and include Wide Dynamic Range (WDR) technology for challenging light situations. Award winning Axis’ Zipstream technology is also supported for

minimized bandwidth and storage usage. Axis' Zipstream can lower bandwidth and storage requirements by an average of 50% or more.

The cameras come with a microSD card slot, which can be used in combination with an AXIS Surveillance microSDXC Card and the new AXIS Companion Switch, a 4-port PoE switch, to seamlessly scale the system or to use as a cost efficient recording solution in scenarios where fewer cameras and shorter retention time is needed.

All hardware in the AXIS Companion Line includes a three-year warranty. AXIS Companion Line network cameras and AXIS Companion Recorder can only be used with the AXIS Companion video management software and the mobile app.

AXIS Companion Recorder, AXIS Companion Dome V Network Camera, AXIS Companion Eye L/LVE Network Cameras and AXIS Companion Switch are planned to be available in Q2 through Axis' standard distribution channels at the suggested retail prices listed below.

AXIS Companion Recorder 2TB-\$499/4TB-\$599

AXIS Companion Dome V Network Camera \$169

AXIS Companion Eye L - \$229

AXIS Companion Eye LVE - \$249

AXIS Companion Switch \$79

Dedicated tools for installers

With simple setup and installation, and competitive pricing, AXIS Companion Line presents a new business opportunity for installers that already deliver IT and security services to small businesses. To support these installers, Axis will offer dedicated training, sales promotions, as well as marketing collateral through the AXIS Companion Specialist initiative.

Installers who commit to specific Axis product training and maintain high levels of customer service can become AXIS Companion Specialists. They will have fast and direct access to technical support through a local helpdesk, as well as a dedicated web portal to provide installers with what they need to sell and support small businesses.

For photos and other resources, please visit:

http://www.axis.com/press-center/media-resources/photos?/corporate/press/press_material.htm?key=companion_line

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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.