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## **Axis expands modular camera offering with smallest bullet-style and pinhole models for highly discreet surveillance**

**AXIS P12 Network Camera Series and AXIS F Series now offer even smaller and more affordable indoor modular cameras that can blend into their environment. The new AXIS P12 cameras feature a slim main unit with a bullet-style sensor for easy and discreet installation on walls and ceilings, and a main unit with a pinhole sensor for integration in machines and for extremely discreet surveillance applications.**

Axis Communications, the market leader in network video, today introduced two new AXIS P12 modular network cameras: AXIS P1254, featuring a mini bullet sensor unit, and AXIS P1264 with a pinhole sensor unit—both for indoor surveillance.

Both AXIS P1254 and AXIS P1264 deliver HDTV 720p video. Compared to the older AXIS P12 models, the new cameras have a smaller main unit, and offer better image quality in low and varying lighting conditions, improved video analytics capabilities and is also more affordable. Additionally, the cameras support Axis' Zipstream technology for lower bandwidth and storage requirements, have a built-in microSD card slot for local storage and are powered by Power over Ethernet (PoE).

“Axis introduced the first modular network camera in 2012, and today we're proud to launch Axis' smallest bullet-style and pinhole modular cameras, AXIS P1254 and AXIS P1264,” said Fredrik Nilsson, VP Americas, Axis Communications, Inc. “These cameras offer improved image quality, Wide Dynamic Range for various lighting conditions and Axis' Zipstream technology which can lower bandwidth and storage requirements by an average of 50% or more in some cases.”

### **AXIS P1254 Network Camera**

The sensor unit of AXIS P1254 is shaped like a bullet with a small, cylindrical form and a base plate smaller than the palm of a hand. Enabling easy mounting on walls or ceilings and with the ability to tilt and rotate, it is ideal for use in stores, kiosks, hotels, banks and offices. The sensor unit offers a 102° horizontal field of view.

### **AXIS P1264 Network Camera**

The sensor unit of AXIS P1264 features a small pinhole lens where only a small hole is visible when mounted behind a metal, glass or plastic panel. It is ideal for installation in small spaces such as, an ATM, vending and health monitoring machines, and extremely discreet surveillance applications. The sensor unit provides a 57° horizontal field of view.

The new sensor units from AXIS P1254 and AXIS P1264 are sold separately as AXIS F1004

Bullet Sensor Unit and AXIS F1004 Pinhole Sensor Unit, under the AXIS F Series and are ideal for use with AXIS F34 and AXIS F44 Main Units that support video streaming from four sensor units simultaneously. AXIS F Series offers a range of compatible main units and sensor units that are sold separately to give customers maximum flexibility to choose the components that best suit their needs.

AXIS P1254 and AXIS P1264 are supported by the industry's largest base of video management software through the Axis Application Development Partner (ADP) Program and AXIS Camera Station. Third-party audio and video analytics applications can be installed through AXIS Camera Application Platform.

AXIS P1254 and AXIS F1004 Bullet are now available through Axis' standard distribution channels and have a suggested retail price of \$299 for AXIS P125 and \$119 for AXIS F1004 Bullet. AXIS P1264 and AXIS F1004 Pinhole will be available in July.

For more information about AXIS P1254 Network Camera and AXIS F1004 Bullet Sensor Unit, please visit:

<http://www.axis.com/us/en/products/axis-p1254>  
<http://www.axis.com/us/en/products/axis-f1004-bullet>

For photos, please visit:

[http://www.axis.com/corporate/press/press\\_material.htm?key=f1004\\_bullet](http://www.axis.com/corporate/press/press_material.htm?key=f1004_bullet)  
[http://www.axis.com/corporate/press/press\\_material.htm?key=f1004\\_pinhole](http://www.axis.com/corporate/press/press_material.htm?key=f1004_pinhole)  
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[http://www.axis.com/corporate/press/press\\_material.htm?key=p1264](http://www.axis.com/corporate/press/press_material.htm?key=p1264)

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***About Axis Communications***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the 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 more than 50 countries around the world, supported by a global 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](http://www.axis.com).*

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