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Axis Introduces Industry's First Fixed Dome Network Camera with Three Megapixel and P-Iris Control

Ease-of-Installation, Ease-of-Use Features and HDTV 1080p Resolution

CHELMSFORD, Mass. – Oct. 6, 2010 – Axis Communications, the global leader in the network video market, announces the newest addition to complement its successful AXIS P33 Series:

AXIS P3346 Fixed Dome Network Cameras. AXIS P3346 is the industry's first fixed dome network camera to feature P-Iris control with three megapixel resolution as well as an HDTV 1080p option. Those attending ASIS International, Oct. 12-14, in Dallas, Texas can see a demo of the product in Axis' booth, #3103.

AXIS P3346 is easily installed thanks to its modular design and remote zoom and focus capabilities, and offers the highest resolution in the AXIS P33 Series. The entire line of AXIS P33 Network Cameras, which are designed for efficient installation in both indoor and harsh outdoor environments, constitutes an ideal choice for a wide range of demanding video applications.

“By continuing to cultivate the P-Iris technology that Axis announced earlier this year, we're excited to add a multi-megapixel and 1080p option to one of our best selling fixed dome product lines: AXIS P33 Series,” said Fredrik Nilsson, general manager, Axis Communications Inc. “As we strive to provide quality at all levels in our product portfolio, AXIS P3346 keeps us on this path by offering superb image quality with a very high-quality lens, complete with ease-of-installation features for many different indoor and outdoor application scenarios.”

The new fixed domes can deliver three megapixel resolution at 20fps, as well as wide screen HDTV 1080p video at 30fps, with great clarity and sharpness. The P-Iris control allows the camera to optimize the iris position for depth of field, lens resolution and incoming light to produce superb image quality with optimum sharpness in all lighting conditions.

All three available models, indoor, indoor vandal-resistant and outdoor vandal-resistant (AXIS P3346/-V/-VE) can be easily and quickly installed due to a combination of smart features, including remote zoom for adjusting the angle of view over the network and remote focus that eliminates the need for manual focusing.

Outdoor models are specially designed with cable gaskets enabling flush wall mounting and requiring no additional sealant, and the dehumidifying membrane eliminates any humidity caught in the camera during installation. In addition, AXIS P33 Series offers a comprehensive accessory portfolio, including a new IP51-rated drop ceiling mount kit that protects the camera from condensation and dust that may exist in the open space above a drop ceiling.

Moreover, these fixed dome network cameras support multi-view streaming, allowing up to eight specific view areas to be cropped from the full field-of-view and then streamed simultaneously with high performance. By streaming only the selected areas of interest instead of the full view, the utilization of network bandwidth and storage is optimized. Each view can be digitally zoomed in, panned and tilted. With these features, installation and hardware costs can be reduced by simulating several virtual cameras with one multi-megapixel camera.

AXIS P3346/-V/-VE Network Cameras are supported by the industry's largest base of video management software through the Axis Application Development Partner program, as well as by AXIS Camera Station. In addition, the cameras include support for AXIS Camera Application Platform and ONVIF, which allows for application developers to create specialized in-camera intelligence and for easy camera system integration, respectively. AXIS P3346 will also be compatible with AXIS Video Hosting System (AVHS), allowing any user with an Internet connection to enjoy a configuration-free monitoring solution via a unique one-click camera connection.

The cameras will be available in December 2010 through Axis' distribution channels, with MSRPs of the following: AXIS P3346 for \$1,299; AXIS P3346-V (vandal-resistant) for \$1,339; and AXIS P3346-VE (vandal-resistant and outdoor-ready) for \$1,499. For photos and other resources, please visit www.axis.com/corporate/press/press_material.htm?key=p3346_group

About Axis Communications

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms. Axis is a Sweden-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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