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Axis introduces world's smallest HDTV pan/tilt/zoom cameras that help stores improve sales

Axis Communications, the market leader in network video¹, today presents the world's smallest, ceiling mount pan/tilt/zoom dome cameras. AXIS M50 PTZ Dome Network Camera Series offers business managers a highly discreet and affordable solution for remotely monitoring indoor areas, such as stores, banks, hotels, office lobbies, restaurants and warehouses, to more effectively manage one or more locations and improve security.

With a sleek and compact design, AXIS M50 cameras are only 13 cm (5.1") wide and 5.6 cm (2.2") high, enabling discreet, high-quality 360° surveillance in HDTV. A built-in microphone also allows managers to use the audio detection function to monitor for unusual noises during off-hours to trigger a security alarm.

"AXIS M50 cameras are affordably priced mini PTZ domes that give the big picture," says Erik Frännlid, Axis' Director of Product Management. "The AXIS M50 Series brings the flexibility and benefits of a pan/tilt/zoom camera, and Axis' design and quality hallmarks, down to a price level that is now affordable for many small retailers and offices. Store owners sitting at a remote location will have the flexibility to pan, tilt and zoom the camera to gain a 360° view. It's perfect for getting an overview of a store, for checking if shelves are stocked and items are properly promoted, and for getting customer behavior information needed to increase sales, improve service and retain shoppers. If the store layout changes, the camera's view can be changed without having to relocate the camera. And as with any surveillance camera, AXIS M50 can also help in an event investigation, in reducing losses, and in securing the store."

***Watch video:** Small story about AXIS M50 PTZ Dome Network Camera Series. Giving you the Big picture*

The mini PTZ dome cameras are easy to install on soft and hard ceilings, and on walls. The cameras can cover an area of up to 400 sq. m. (4,300 sq. ft.). With an IP51 rating, the cameras are dustproof and protected from dripping water, enabling video to be taken even when a sprinkler system is activated. The cameras are powered using Power over Ethernet (IEEE 802.3af), which simplifies installation since a standard network cable—when connected to a switch with Power over Ethernet support—will carry power, video and PTZ controls.

The new PTZ dome series consists of AXIS M5014, with HDTV 720p, and AXIS M5013, with

SVGA 800x600 pixel resolution. HDTV 720p in AXIS M5014 entails a 1280 x 720 pixel resolution, progressive scan, HDTV color fidelity, full frame rate and a 16:9 format. AXIS M50 cameras can deliver multiple, individually configurable H.264 and Motion JPEG video streams simultaneously.

AXIS M50 cameras are supported by AXIS Camera Station video management software and the industry's largest base of application software through Axis' Application Development Partner program. AXIS M50 Series will be available to order in April 2011.

For photos and other resources, please visit

www.axis.com/corporate/press/press_material.htm?key=m50series

Notes to editors

Axis Communications is the world leader in the network video market. The network camera market is set to have a CAGR of 27 per cent per year over the next five years. The world market for video surveillance products is forecast to be worth more than \$14.4 billion by 2014 according to industry analyst house IMS Research in its market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2009 Edition' published in August 2009.

About Axis

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 Nordic, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com

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