

Lund, Sept. 10, 2012

## Axis introduces affordably priced wide-angle, 3-megapixel/HDTV 1080p fixed dome camera

Axis Communications, the global market leader in network video, today presents a competitively priced 3-megapixel, vandal- and dust-resistant fixed mini dome camera with a wide-angle view and HDTV 1080p. The easy-to-install indoor **AXIS M3006-V Network Camera** has been designed to meet the video surveillance needs of price-sensitive market segments such as retail stores, hotels, schools and offices.

“AXIS M3006-V has the performance, the easy installation features and the price to be an attractive offering for many market segments,” says Erik Frännlid, Director of Product Management, Axis Communications. “The camera provides wide coverage, 3-megapixel images for superb details and HDTV 1080p for capturing movements clearly. It has considerable capacity for intelligent video applications, support for video management software such as the complimentary **AXIS Camera Companion**, and enables quick installation on walls or ceilings -all at a great price.”

AXIS M3006-V provides a viewing angle of 134°. When installed near a corner of a store, for instance, it offers complete coverage, enabling users to even look into the shelves on either side of the camera. Other viewing angles can be achieved through optional lenses.

With a 3-axis camera angle adjustment, the camera can be mounted on walls or ceilings, the direction of the camera can be easily adjusted and the image leveled. The camera also supports Axis’ Corridor Format, enabling vertically oriented video streams that optimize coverage of areas such as corridors, hallways or store aisles.

AXIS M3006-V supports digital pan/tilt/zoom, which can be used as a “digital varifocal lens” that allows the angle of view to be adjusted remotely after the physical installation. The camera’s digital PTZ, together with its support for multi-view streaming, enables different areas of a scene to be cropped from the full view and streamed simultaneously for viewing or recording—simulating several virtual cameras that can help minimize the bit rate and storage needs. Multiple streams in H.264 and Motion JPEG can be sent simultaneously.

The camera comes focused at delivery, which shortens the installation time. It has a 2 m (6.6 ft.) network cable attached and supports Power over Ethernet (IEEE 802.3af), which eliminates the need for power cables and reduces installation costs. To enable the camera to better blend in with the environment, optional skins are available.

AXIS M3006-V offers substantial support for the installation of intelligent video applications through the **AXIS Camera Application Platform**. In addition, the camera’s built-in microSDHC card slot enables several days of recording to be stored locally on a memory card. When local storage is used together with the free [AXIS Camera Companion](#), users have an easy way to remotely view and manage video from up to 16 cameras per site.



*AXIS M3006-V is an affordably priced 3-megapixel/HDTV 1080p fixed mini dome camera.*

AXIS M3006-V is supported by other video management software including [AXIS Camera Station](#) and third-party applications through Axis' [Application Development Partner](#) program. In addition, the camera supports hosted video and ONVIF for easy camera system integration.

AXIS M3006-V will be part of the AXIS M30 Series and is expected to be available for order in Q4, 2012. For photos and other resources, please visit

[www.axis.com/corporate/press/press\\_material.htm?key=m3006v](http://www.axis.com/corporate/press/press_material.htm?key=m3006v).

***For further information about Axis Communications, please contact:***

*Lena Hedén, PR Marketing Manager, Axis Communications*

*Phone: + 46 46 272 1800, E-mail: [pressoffice@axis.com](mailto:pressoffice@axis.com)*

***About Axis Communications***

*As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.*

*Axis has more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com)*