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Axis introduces attractively priced fixed mini domes with HDTV performance for indoor surveillance

Axis Communications, the global market leader in network video, today presents indoor fixed mini domes that offer an affordably priced HDTV surveillance solution for retail stores, hotels, schools, banks and offices.

"The new AXIS M30 Network Cameras are small, easy to install on either walls or ceilings and competitively priced with superb HDTV performance," says Johan Åkesson, Director Business Development Retail. "Together with their support for the easy-to-use AXIS Camera Companion and a wide range of other video management software, the cameras provide price-sensitive market segments with an attractively priced HDTV surveillance solution."

Measuring only 10 cm x 5 cm (4 in. x 2 in.), the AXIS M30 Series consists of AXIS M3004, which provides HDTV 720p and 1 MP resolution, and AXIS M3005, which supports HDTV 1080p.

The small, indoor AXIS M30 camera offers an attractively priced HDTV surveillance solution.

The palm-sized, dust-resistant AXIS M30 cameras are designed for quick and flexible installation. With a 3-axis camera angle adjustment, installers can mount the cameras on walls or ceilings and easily adjust the camera direction and straighten the image. The cameras also support Axis' Corridor Format for vertically oriented video streams that maximize coverage of vertical areas such as corridors, hallways or store aisles. AXIS M3004 and AXIS M3005 offer horizontal viewing angles of 80° and 118°, respectively. The cameras come focused when delivered, so no focusing is needed, which shortens the installation time. For further flexibility, other angles of view are available through optional lenses.

AXIS M30 cameras come with a 2 m (6.6 ft.) network cable and are powered using 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 for the camera casing are available.

The cameras can send multiple H.264 and Motion JPEG video streams simultaneously. They support AXIS Camera Application Platform, which enables the installation of third-party intelligent video applications such as people counting.

The cameras' built-in microSDHC card slot enables several days of recording to be stored locally on a memory card. When it 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 M30 cameras are also supported by other video management software including AXIS Camera Station and third-party applications through Axis' Application Development Partner program. In addition, the cameras support AXIS Video Hosting System (AVHS) with One-Click Camera connection and ONVIF specification for interoperability of network video products.

AXIS M3004 and AXIS M3005 are expected to be available for order in Q3, 2012 . For photos and other resources, please visit www.axis.com/corporate/press/press_material.htm?key=m30series.

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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