

## TASER Disrupts On-Officer Video Market With AXON Body

SCOTTSDALE, AZ -- (Marketwired) -- 07/31/13 -- TASER (NASDAQ: TASR) today revealed the newest addition to its family of on-officer video cameras. The AXON body™ camera provides a convenient option for officers who are looking for world-class functionality in a simple design. At just \$299, agencies with budget restrictions can now afford top-tier video capability.

"We have been very happy with the existing AXON flex and EVIDENCE.com solution during the last two years," said Lt. Tom Peterson, Winston-Salem Police Department. "We look forward to exploring AXON body as a complement to AXON flex."

TASER, the market leader in on-officer cameras, created the new AXON body for agencies that value a simpler camera option at a lower price point. The sleek design, wide-angle lens, and automated workflows allow for wearability and easy deployment.

"AXON body is a truly disruptive product, offering best-in class features at a fraction of the price of competitive products," said Rick Smith, CEO and founder of TASER. "For entry level users looking for simplicity at the lowest price, the AXON body delivers a ruggedized video option for less than \$300. Less capable police body cameras are typically priced in the \$700-\$900 range."

"With the new AXON body and our flagship AXON flex point-of-view system, we now have a product lineup that includes a range from best price to highest performance."

"With AXON body, our strategy is simple: we created a camera that is so compelling, at such an aggressive price that every agency can afford to protect their officers. For only \$299, every officer can defend themselves from unfounded complaints while preserving an indisputable record of the events they encounter every day," concluded Smith.

### NEWS FACTS

#### Features of the AXON body system:

- Pre-event buffer captures 30-second video before activation
- Full shift 12+ hour battery / record time
- 130-degree wide-angle lens provides tremendous field of view. See TASER AXON body Comparison video <http://www.taserbranding.com/law-enforcement-products/on-officer-video/axon-body/videos-2/>
- Low light recording captures video comparable to the human retina. See TASER AXON body Low-Light video <http://www.taserbranding.com/law-enforcement-products/on-officer-video/axon-body/videos-2/>
- Automatically charge and upload videos to EVIDENCE.com or download to local server
- Video hashing algorithm ensures tamper-proof video
- Automated video offload untouched by human hands from sensor to storage
- Live stream or review video over secure Bluetooth® to your smartphone with AXON Mobile app
- Configurable video quality and audio recording settings
- IPX2 weather resistance
- Multiple mounting options include chest, belt, in-car, and more

#### TASER Links

- AXON body photos: <http://www.taserbranding.com/law-enforcement-products/on-officer-video/axon-body/press-images/>

#### TASER Social Media Links

- Facebook: <https://www.facebook.com/TASER.International>
- LinkedIn: <http://www.linkedin.com/company/71228>
- TASER Blog: <http://blog.taser.com/>
- Twitter: <http://www.twitter.com/OfficialTASER>
- YouTube: <http://www.youtube.com/taserinternational1>

#### About TASER International, Inc.

TASER protects life: TASER Conducted Electrical Weapons (CEWs) have saved more than 110,000 lives from potential death or serious injury. TASER protects truth: We enable greater transparency with the industry-leading TASER CAM and AXON flex on-officer video systems. Together with our customers, we are defining the future of smart policing by connecting intelligent devices and sensors with the first secure cloud-based digital evidence management solution for law enforcement: EVIDENCE.com.

Since 1994, more than 260,000 private individuals have relied on TASER technology to protect themselves and their loved ones. Learn more about TASER and its solutions at [www.TASER.com](http://www.TASER.com) and [www.EVIDENCE.com](http://www.EVIDENCE.com) or by calling (800) 978-2737.

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