

*Chelmsford, Mass., February 6, 2014*

## **Axis Launches HDTV 1080p PTZ Camera with Direct Drive Technology for Discreet and Aesthetic Wall-mount Installations**

**Attractively priced, low-maintenance dome with 18x optical zoom is latest addition to new line of outdoor-ready, wall-mounted pan/tilt/zoom cameras**

**CHELMSFORD, Mass. – February 6, 2014** – Axis Communications, the market leader in network video, launched its second camera in the AXIS P54 Series of uniquely designed outdoor-ready pan/tilt/zoom (PTZ) domes with “direct drive” technology meant for wall-mounting. Unlike traditional wall mounts, AXIS P5415-E features a built-in wall bracket, allowing the camera to blend in with a building. The built-in bracket also provides cost-savings by eliminating the need for a separate accessory and makes installation easier and quicker. AXIS P54 Series cameras can be easily repainted to match a building’s color for a more aesthetic and discreet installation ideal for use in city and perimeter surveillance, parking garages and school yards.

AXIS P5415-E is a reliable, low-maintenance PTZ camera with unsurpassed mechanical endurance. Its pan/tilt system is durable and highly efficient since there are no mechanical parts such as belts or gears. The camera is directly attached to the drive shaft of two motors—one for panning and another for tilting the camera. AXIS P5415-E also has a very light-sensitive image sensor that enables it to deliver better image quality in low-light conditions than many other HDTV 1080p PTZ cameras.

“Given their aesthetic design, easy installation features, superb performance and price, AXIS P54 cameras are the ideal choice for wall-mount surveillance installations that require wide area coverage with a pan/tilt/zoom camera,” said Erik Frännlid, director of product management, Axis Communications AB. “AXIS P54 cameras offer innovative hardware designs that not only appeal to architects and designers, but also make the installation reliable and cost-effective.”

AXIS P5415-E—like the previously launched AXIS P5414-E with HDTV 720p—has an integrated sunshield designed for easy removal, allowing customers to repaint it to match the wall color. The sunshield’s sloping form also helps the camera resist attempts by vandals to pull it down. The camera has a hidden junction box that supports two-way audio, four configurable inputs/outputs to external devices, a memory card slot and the option for customers to use either 24 V DC or Power over Ethernet Plus (IEEE 802.3at).

With the ability to pan 270°, AXIS P5415-E can also be mounted on the corner of a building with the use of a corner mount bracket, enabling wide area coverage and 18x optical zoom for detailed surveillance in HDTV 1080p resolution (1920 x 1080 pixels). The camera also supports Advanced Gatekeeper, which enables the camera to automatically pan, tilt and zoom in to a

preset position when motion is detected in a predefined area. AXIS P5415-E is now available through Axis distribution channels at the suggested retail price of \$1,999.

Further features of AXIS P5415-E include:

Support for H.264 Main Profile for efficient compression of video that maintains image quality while at the same time minimizing bandwidth use and storage space. Other supported compression formats are H.264 Baseline Profile and Motion JPEG.

Day/night functionality, which involves an automatically removable infrared-cut filter for delivering color video during day time and high-quality black and white video in low-light conditions.

Intelligent video functionalities such as video motion detection, Advanced Gatekeeper and audio detection, as well as support for additional applications through AXIS Camera Application Platform.

Outdoor-ready with IP66 and NEMA 4X ratings that ensure protection against dust, rain, snow and corrosion.

AXIS P5415-E is supported by the industry's largest base of video management software through the Axis Application Development Partner Program, AXIS Camera Station and the complimentary AXIS Camera Companion software for small system solutions. The camera also includes support for AXIS Video Hosting System for hosted video installation and ONVIF for easy camera system integration.

For photos and other resources, please visit:

[www.axis.com/corporate/press/press\\_material.htm?key=p5415e](http://www.axis.com/corporate/press/press_material.htm?key=p5415e).

#### ***About Axis Communications***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.*

*Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based 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).*

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