

*Chelmsford, Mass., March 24, 2014*

## **Axis Communications Receives Coveted Red Dot Design Award for Its Innovatively Shaped AXIS P5415-E PTZ Dome Network Camera**

**AXIS P5415-E features a unique, wall-mount design that allows it to blend in seamlessly with its environment; Red Dot Design Award ranks among the most renowned design competitions in the world**

**CHELMSFORD, Mass. – March 24, 2014** – Axis Communications, the global leader in network video surveillance, has received the prestigious Red Dot Design Award for the innovative design and shape of its AXIS P5415-E PTZ Dome Network Camera. The uniquely designed outdoor-ready pan/tilt/zoom (PTZ) dome can be painted and mounted flush against a wall surface, allowing it to become one with the wall and easily blend in with a building. A built-in bracket eliminates the need for a separate mounting accessory and makes installation easier and quicker while providing cost savings.

AXIS P5415-E PTZ Dome Network Camera met the Red Dot Design Award jury's criteria of degree of innovation, functionality, formal quality, ergonomics, durability, symbolic and emotional content, product periphery, self-explanatory quality and ecological compatibility. This year 4,815 products were submitted in 23 main categories and evaluated by the international jury of 40 renowned designers. Following today's award announcement, AXIS P5415-E will be on display in the Red Dot Design Museum in Essen, Germany.

“AXIS P5415-E offers an innovative design and shape that not only appeals to architects and designers, but also makes the camera installation reliable and cost-effective,” said Erik Frännlid, director of product management, Axis Communications. “This prestigious design award win underlines the innovation power of Axis Communications as we strive to provide smarter and safer solutions to our customers.”

The camera's integrated sunshield can be removed and repainted to match the color of the mounting surface. AXIS P5415-E features powerful 18x optical zoom and full HDTV 1080p resolution for detailed video surveillance. The camera's pan/tilt system is extremely durable and highly efficient since there are no mechanical parts such as belts or gears. Suitable for operation in temperatures ranging from -4°F to 122°F, the camera supports Power over Ethernet (PoE), removing the need for extra cabling.

With its direct drive pan/tilt system, AXIS P5415-E is a reliable, low-maintenance PTZ dome network camera. AXIS P5415-E also has a very light-sensitive image sensor to provide high quality video in low light situations. At night, its day/night functionality allows it to make use of infrared light from available light sources to produce high quality black and white video.

For more resources, please visit:

Photos: [www.axis.com/corporate/press/press\\_material.htm?key=p5414e](http://www.axis.com/corporate/press/press_material.htm?key=p5414e)

Film: [www.axis.com/r/video-p5414e](http://www.axis.com/r/video-p5414e)

Product page: [www.axis.com/products/p54\\_series/](http://www.axis.com/products/p54_series/)

***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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