Chelmsford, Mass., March 26, 2015

Axis introduces first, open standard network loudspeaker with remote functionality for enhanced outdoor video surveillance systems

AXIS C3003-E Network Horn Speaker is an easy-to-install outdoor loudspeaker that provides clear, remote audio. Integration into a video surveillance or an IP telephony system allows operators to deter unwanted activity anytime, from anywhere with live and pre-recorded audio.

Axis Communications, the global leader in network video, today launched AXIS C3003-E, the first open standard, network loudspeaker for remote speaking. AXIS C3003-E is easy to install and integrate into a video surveillance system or an IP telephony system, making announcements possible from anywhere with network connectivity (see video). The loudspeaker is ideal for enhancing outdoor video surveillance installations, such as in parking lots, construction and critical infrastructure sites and public areas.

"Axis has pioneered the use of network technology in new fields, and we see networked audio as a natural extension of that. AXIS C3003-E is truly an IoT (Internet of Things) device that provides many advantages because it is connected to an IP network," said Fredrik Nilsson, general manager, Axis Communications, Inc. "Unlike many analog speakers, AXIS C3003-E is a standalone unit that easily integrates directly with video management systems and VoIP telephony systems. You can assign a regular phone number to the loudspeaker and simply dial it to be heard. It enables integration with just about anything."

Complementing Axis' network video offering, AXIS C3003-E was developed in close cooperation with customers in the video surveillance industry. The loudspeaker's benefits include lower installation costs, easy integration and ensured reliability. It allows customers to easily add a remote speaking function to their surveillance system to deter crime or other unwanted activities.

AXIS C3003-E integrates with Voice over IP (VoIP) telephony systems that use SIP (Session Initiation Protocol), enabling users to call the loudspeaker and make announcements even from their mobile phone. As a network product, each AXIS C3003-E can be selectively addressed since each has a unique IP address. AXIS C3003-E can also play a pre-recorded audio file when it is manually or automatically triggered in response to an alarm event. The speaker comes with pre-recorded audio files such as trespassing and emergency messages, and allows users to upload their own audio.

"Horn speakers allow our operators to immediately intervene when video analytics alerts us of trespassing at customer sites," says Lars Kämpe, Business Development Manager at Securitas, which equips virtually all of its outdoor perimeter protection installations with loudspeakers.

"Normally, a trespasser will flee the scene when notified of his detection. This saves cost for our customers due to reduced damages and also no unnecessary callouts."

AXIS C3003-E is a self-contained loudspeaker that offers signal transmission, decoding, amplification and speaker all in one unit. Unlike many analog speakers, there is no need for AXIS C3003-E to connect to a separate amplifier or to a network camera to plug into a network. As a standalone unit, AXIS C3003-E can be placed anywhere, enabling a flexible, scalable and cost-effective approach to system design. An external power supply is also not required, thanks to the speaker's support for Power over Ethernet (PoE). With one network cable, AXIS C3003-E receives power and plugs directly into a third-party video management system with two-way audio support and/or VoIP telephony system. The loudspeaker is also compatible with the forthcoming AXIS Camera Station 4.20 for small and mid-sized installations.

The loudspeaker offers a high sound pressure level for intelligible speech over long distances. It enables high-quality voices, thanks to advanced signal processing. An innovative feature in AXIS C3003-E is the unique Auto Speaker Test, which can check that the speaker is in working order by providing audio feedback to the system.

"Securitas has worked with analog loudspeakers until now," says Kämpe. "With analog loudspeakers, there is always an uncertainty since there is no way to remotely detect if they are actually working correctly. AXIS C3003-E allows us to remotely monitor the heartbeat of the speaker and check the sound quality. The speaker also supports PoE, which makes it easier to install and lowers installation costs. It also gives us the possibility to use pre-recorded messages. With Axis' loudspeaker, our customer proposition is greatly enhanced."

AXIS C3003-E will be available through Axis's standard distribution channels at the suggested retail price of $499 on April 9.

For photos and other resources, please visit:
www.axis.com/corporate/press/press_material.htm?key=c3003e

For further information about Axis Communications, please contact:
Kelley Brescia, Axis Communications, Inc.
Phone : 978 614 2137, Email : kelley.brescia@axis.com

Matt Flanagan, fama PR, Inc.
Phone : 617 986 5002, Email : axis@famapr.com

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 1,900 dedicated employees in more than 40 countries around the world, supported by a network of over 75,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.