



Axis Introduces HDTV quality and 18x Zoom With AXIS P5534 PTZ Network Camera

Offers IP51-rated Protection Against Dust, Dripping Water; Ideal for Use at Airports, Train Stations, Warehouses, Shops and Schools

ANAHEIM, CA – Sept. 21, 2009 – [Axis Communications](#), the global leader in the network video market, today announced here at [ASIS International 2009](#) the [AXIS P5534 PTZ Dome Network Camera](#), its highest video quality pan/tilt/zoom camera with HDTV performance and 18x zoom for indoor surveillance applications.

Together with an [IP51-rated](#) protection against dust and dripping water, the AXIS P5534 PTZ Dome Network Camera is ideal for use at airports, train stations, warehouses, shops and schools.

“Axis is committed to bringing HDTV-quality video to the surveillance industry, and we have done it first with fixed cameras and now PTZ network cameras,” said Fredrik Nilsson, general manager of Axis Communications Inc. “The AXIS P5534 Network Camera not only provides the best video quality in its class, it is also designed for easy and reliable installation indoors. The units are protected from dust and dripping water, and support high Power over Ethernet (PoE).”

The AXIS P5534 Network Camera offers HDTV 720p in compliance with the [SMPTE](#) 296M standard of 1280 x 720 pixel resolution, full frame rate, high color fidelity and a 16:9 format. The network camera can deliver multiple, individually configurable [H.264](#) and Motion JPEG video streams simultaneously.

H.264 greatly optimizes bandwidth and storage use without compromising image quality, while motion JPEG is supported for increased flexibility. The AXIS P5534 Network Camera also offers day and night functionality for high image quality in low light conditions.

Extensive Features

The new PTZ network camera provides 18x optical and 12x digital zoom with autofocus. It can pan 360° through its unique auto-flip functionality, which allows the camera to simulate a continuous pan beyond the mechanical stop, thereby enabling an operator to continuously follow an object.

The AXIS P5534 Network Camera can be powered through High PoE, which simplifies installation since only one cable is required for power, video and PTZ controls. A High PoE midspan is supplied with the camera that follows the 802.3at standard.

The new network camera also incorporates Advanced Gatekeeper functionality, which enables the camera to automatically pan, tilt and zoom in when there is activity in the scene -- and zoom out after a preset time.

Other features include two-way audio and audio detection, in addition to four configurable inputs/outputs for connection to external devices such as sensors and relays. The camera's built-in SD/SDHC memory card slot enables recordings to be stored locally.

The AXIS P5534 Network Cameras provides the market's most advanced suite of security and network management capabilities. The network camera is supported by the [AXIS Camera Station](#) video management software, as well as the industry's largest base of application software through Axis' [Application Development Partner](#) program.

The AXIS P5534 will be available to order in November 2009 for a suggested retail price of \$2499.

About Axis Communications

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms. Axis is a Sweden-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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Contacts:

George Cohen	Valerie Wehler
GCC, Inc.	Axis Communications
617-325-0011	978-614-2068
axis@gccpr.com	valerie.wehler@axis.com