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## Axis expands HDTV PTZ dome IP cameras with competitively priced entry-level models

The new entry-level IP camera models in the successful AXIS P55 Series offer HDTV image quality, improved light sensitivity and increased video analytics performance. Following the product launches of AXIS P56, AXIS Q61 and AXIS V59 PTZ Dome Network Cameras earlier this year, Axis has updated its entire mid-range and high-end portfolio of pan, tilt and zoom network cameras.

Axis Communications, the global leader in network video, strengthens its successful family of AXIS P55 pan/tilt/zoom dome cameras with the launch of four new entry-level HDTV models. "AXIS P55 has been appreciated by customers for its dependability at an attractive price point. The new camera models offer enhanced performance, while still being offered at pretty aggressive price," says Erik Frännlid, Axis' Director of Product Management. "Together with our recent product launches – AXIS Q61 Series for mission-critical applications, AXIS P56 Series for demanding mid-range installations, and AXIS V59 Series for live streaming and web casting – they demonstrate our commitment to providing customers with the market's widest range of pan/tilt/zoom cameras."

AXIS P5514 is ideal for indoor video surveillance applications such as small industries, shopping malls and hotel receptions. It is an HDTV 720p camera with 12x optical zoom, and with IP51 protection against dust. The AXIS P5515 model offers the same zoom performance and dust protection but features HDTV 1080p resolution for even more image detail.

AXIS P5514-E is an IP66-protected outdoor camera that is resistant to water, wind and snow. Its HDTV 720p resolution and 12x zoom makes it perfect for monitoring small outdoor areas such as schoolyards, parking lots, car dealerships and more. The HDTV 1080p version, AXIS P5515-E, offers a higher resolution as well as 12x zoom and IP66 protection, making it resilient against conditions in tough environments.

Compared to previous generations of the cameras, the new AXIS P55 network camera models provide increased analytics performance. Built-in intelligent functionalities include audio detection and Advanced Gatekeeper, allowing the cameras to detect an object in a specified area and zoom in on it. With their support for AXIS Camera Application Platform, other video analytics applications can be easily downloaded to the cameras.

The outdoor models, AXIS P5514-E and AXIS P5515-E, as well as the indoor models, AXIS P5514 and AXIS P5515, are available through Axis distribution partners.



*AXIS P5514 and AXIS P5515 are indoor cameras suitable for monitoring auditoriums, shopping malls and hotel receptions. AXIS P5514-E and AXIS P5515-E are outdoor versions, perfect for surveillance of small outdoor areas such as schoolyards and parking lots.*



For photos and more, please visit [http://www.axis.com/corporate/press/press\\_material.htm?key=p55series](http://www.axis.com/corporate/press/press_material.htm?key=p55series)

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***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 customers 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](http://www.axis.com)*