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## Axis enters retail store sound system market with smart network loudspeakers

**AXIS C1004-E Network Cabinet Speaker and AXIS C2005 Network Ceiling Speaker are full-featured sound systems that come preconfigured for use right out-of-the-box. Background music can be seamlessly streamed across multiple retail store locations. In-store announcements can be made live as well as prerecorded and scheduled for playback.**

Axis Communications, the market leader in network video, enters the retail store sound system market with smart sound systems. "Traditional retail store sound systems typically consist of a number of different analog components and specific audio knowledge is required to be able to properly install and fine tune these systems. These new products are a complete audio system and you do not need any audio knowledge or extra hardware to use them. They are preconfigured for use right out-of-the-box", says Håkan Hansson, Global Product Manager Audio, Axis Communications.



*Axis introduces smart sound systems for efficient background music and announcements. [See film.](#)*

Axis' all-in-one speaker system offers amplifier, mixer, digital signal processor, streaming functionality, microphone, power supply and loudspeaker. With Power over Ethernet (PoE) technology, only a single network cable is needed to provide both power and data to each unit. The units can be combined into a flexible and scalable system and it is easy to add or remove speakers in an instant. Managing the loudspeakers is versatile, and it is possible to address and control each unit individually or make a unified command for several units. By creating zones to address a number of loudspeakers it is possible to direct different background music, live or prerecorded announcements or control and change the volume for each unit individually and parallelly.

"We have driven the change from analog to digital in the video surveillance market making systems smart, open and secure. We are now bringing this same approach to audio. For a retail store, these sound systems can not only simplify the management of announcements and background music, but also contribute to uniform atmosphere and service in different store locations", Hansson continues.

AXIS C1004-E and AXIS C2005 are high sensitivity full range loudspeakers offering high quality background music playback and clear speech announcements, possible to schedule to meet any needs. Background music can be played via the preinstalled AXIS Audio Player application. You can create and schedule your own MP3 playlists either from the speakers offline playlist (SD card) or from audio streaming services. Announcements can be scheduled from pre-recorded audio files or triggered by an event captured by a surveillance camera. Further, the speakers come with built in SIP-support which makes it easy to integrate them with Voice over IP telephone systems, for example for live voice announcements.

Designed for professional use, the sound systems are smart devices and with the inbuilt microphone, it is possible for the speakers to verify its functionality. This gives operators the peace of mind that background music or announcements are actually heard and that the system deliver quality music around the clock. AXIS C1004-E is splashproof and comes in black and white.



The open ACAP platform and VAPIX protocol makes the products future-proof and ready for additional music streaming solution.

AXIS C1004-E and AXIS C2005 are planned to be available in Q3 2016 through Axis' distribution channels.

For photos and other resources, please visit:

[http://www.axis.com/corporate/press/press\\_material.htm?key=c1004e](http://www.axis.com/corporate/press/press_material.htm?key=c1004e)

[http://www.axis.com/corporate/press/press\\_material.htm?key=c2005](http://www.axis.com/corporate/press/press_material.htm?key=c2005)

For film, please see:

<http://www.axis.com/r/video-c1004e-c2005>

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***About Axis Communications***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the 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 2,100 dedicated employees in more than 50 countries around the world, supported by a global network of over 80,000 partners. 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).*