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## Axis expands modular camera offering with smallest bullet-style and pinhole models for highly discreet surveillance

**AXIS P12 Network Camera Series and AXIS F Series now offer even more choice of very small and affordably priced indoor modular camera units that blend into the environment. The new AXIS P12 cameras feature a slim main unit with a bullet-style sensor unit for easy and discreet installation on walls and ceilings, and a main unit with a pinhole sensor unit for integration in machines and for extremely discreet surveillance applications. The bullet and pinhole sensor units are also sold separately under AXIS F Series for use with multi-channel main units.**

Axis Communications, the market leader in network video, today introduced two new generation AXIS P12 modular network cameras: AXIS P1254, featuring a mini bullet sensor unit, and AXIS P1264 with a pinhole sensor unit—both for indoor surveillance.

A modular network camera is made up of a sensor unit—comprising a lens and an image sensor—that is then connected via a cable to a main unit, which houses, for instance, the processor and network connector. The small sensor units can be installed discreetly or in limited spaces where required while the main unit can be placed out of sight where there is space.

Both AXIS P1254 and AXIS P1264 deliver HDTV 720p video. Compared with older AXIS P12 models, the new cameras have a smaller main unit, and offer better image quality in low and varying lighting conditions, improved video analytics capability and a more attractive price point. The cameras also support Axis' Zipstream compression technology for lower bandwidth and storage requirements, have a built-in microSD card slot for local storage of video recordings and are powered using Power over Ethernet.

“We are delivering a new level of cost-effectiveness for high-quality and highly discreet video surveillance products,” says Peter Rietz, Global Product Manager at Axis Communications. “Axis introduced the first modular network camera in 2012, and thanks to the modular concept, we have been able to develop ever smaller form factors for sensor and main units. This has culminated in the introduction of Axis' smallest bullet-style and pinhole modular cameras.”

### **AXIS P1254 Network Camera**

The sensor unit of AXIS P1254 is shaped much like a bullet with a small, cylindrical form and a base plate smaller than the palm of a hand. Enabling easy mounting on walls or ceilings and with the ability to tilt and rotate, it is ideal for use in stores, kiosks, hotels, banks and offices. The sensor unit offers a 102° horizontal field of view.

### **AXIS P1264 Network Camera**

The sensor unit of AXIS P1264 features a small pinhole lens where only a small hole is visible when mounted behind a metal, glass or plastic panel. It is ideal for installation in limited spaces such as in ATM, ticket, vending and health monitoring machines, as well as in extremely discreet surveillance applications. The sensor unit provides a 57° horizontal field of view.



*Illustration of how an AXIS P1264 can be placed in an ATM machine for discreet monitoring of actions.*



The new sensor units from AXIS P1254 and AXIS P1264 are sold separately as AXIS F1004 Bullet Sensor Unit and AXIS F1004 Pinhole Sensor Unit, respectively, under the AXIS F Series and are ideal for use with AXIS F34 and AXIS F44 Main Units that support video streaming from four sensor units simultaneously. AXIS F Series offers a range of compatible main units and sensor units that are sold separately to give customers maximum flexibility to choose the components that best suit the application.

AXIS P1254 and AXIS F1004 Bullet, which are now available for order, have a suggested retail price of \$/€299 and \$/€119, respectively. AXIS P1264 and AXIS F1004 Pinhole also have the same respective prices and are available for order in July.

For more information about AXIS P1254 Network Camera and AXIS F1004 Bullet Sensor Unit, please visit:

<http://www.axis.com/products/axis-p1254>

<http://www.axis.com/products/axis-f1004-bullet>

For photos, please visit:

[www.axis.com/corporate/press/press\\_material.htm?key=f1004\\_bullet](http://www.axis.com/corporate/press/press_material.htm?key=f1004_bullet)

[www.axis.com/corporate/press/press\\_material.htm?key=f1004\\_pinhole](http://www.axis.com/corporate/press/press_material.htm?key=f1004_pinhole)

[www.axis.com/corporate/press/press\\_material.htm?key=p1254](http://www.axis.com/corporate/press/press_material.htm?key=p1254)

[www.axis.com/corporate/press/press\\_material.htm?key=p1264](http://www.axis.com/corporate/press/press_material.htm?key=p1264)

***For further information about Axis Communications, please contact:***

*Madeleine Eibrand, PR Specialist, Axis Communications*

*Phone: +46 46 272 18 00 E-mail: [pressoffice@axis.com](mailto:pressoffice@axis.com)*

***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).*