

*Chelmsford, Mass., April 6, 2011*

## **Axis Announces First HDTV Pan/Tilt/Zoom Dome Camera with 360° Panoramic View at ISC West**

**Unique Panopsis, dual-lens technology combines the beauty of HDTV-quality PTZ performance with 360° overview coverage for a powerful monitoring solution**

CHELMSFORD, Mass. – April 6, 2011 – Axis Communications, the global leader in the network video market, today introduces a unique PTZ dome camera that incorporates two different lenses to allow users to obtain a 360° panoramic view and then mechanically pan, tilt and zoom in 18x for detailed HDTV-quality surveillance. The indoor AXIS P5544 PTZ Dome Network Camera is ideal for applications that require both wide overview surveillance and sharp, zoomed-in views for identification purposes, such as at airports, train stations, logistics centers and shopping malls.

This first-ever HDTV PTZ with 360° panoramic view network camera will be demonstrated in Axis booth #18051 at ISC West in Las Vegas.

“AXIS P5544 provides a complete 360° field of view over a 10,000 sq. ft. area – or more than two, side-by-side basketball courts – and can then pan, tilt and zoom on one click to identify people from almost 500 ft. away,” said Fredrik Nilsson, general manager, Axis Communications Inc. “The camera offers the same features as other models in the P55 Series, but its unique dual-lens, Panopsis design brings a whole new level of monitoring capabilities to security personnel and business owners. There’s really nothing else like it.”

AXIS P5544 is built on Axis’ Panopsis technology, which allows the product to function as a full 360° overview camera with a wide-angle lens, and a fast dome camera with 360° pan, 180° tilt, 18x zoom with HDTV 720p video. A special user interface, including a magnifying glass and configurable preset camera positions, has been developed to make it easy for users to view the scene in the 360° overview mode and then click on any area of interest for the camera to immediately pan, tilt and zoom in on the person or object for closer HDTV views in normal mode.

The use of two different lenses for different field of views means that image quality is maintained even when zooming in. Due to its HDTV resolution, AXIS P5544’s 18x zoom with autofocus provides not only a level of detail that is comparable to a 36x-zoom, 4CIF-resolution camera but also the extra advantage of a wider, 16:9 field of view with zoomed-in views.

Support for HDTV 720p entails a 1280 x 720 pixel resolution, progressive scan, HDTV color fidelity, full frame rate and a 16:9 format. AXIS P5544 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.

The camera's other features include day and night functionality for clearer video in low light conditions, and wide dynamic range for better visibility of objects in dark and light areas of a scene. AXIS P5544 supports two-way audio as well as audio detection, which can be used to trigger an alarm when unusual sounds are detected. The camera can connect to external devices such as sensors and relays to, for example, turn on lights or lock doors.

AXIS P5544 supports AXIS Camera Application Platform, which enables the installation of video analytic applications from Axis' partners, and is ONVIF conformant. It also has a built-in SD/SDHC memory card slot that enables recordings to be stored locally.

The easy-to-install PTZ dome has an IP51 rating, ensuring protection against dust and dripping water, and enabling video to be taken even when a sprinkler system is activated. The camera is powered using High Power over Ethernet (IEEE 802.3at), which simplifies installation since only one standard network cable is needed for carrying power, video and PTZ controls.

AXIS P5544 is supported by AXIS Camera Station video management software and the industry's largest base of application software through Axis' Application Development Partner program. AXIS P5544 also comes equipped with AXIS Video Hosting System (AVHS) capabilities and is ONVIF conformant. The camera will be available for order in July 2011. For photos and other resources, please visit [www.axis.com/corporate/press/press\\_material.htm?key=p5544](http://www.axis.com/corporate/press/press_material.htm?key=p5544) or stop by booth #18051 at ISC West.

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

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