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## Axis presents first HDTV pan/tilt/zoom dome camera with one-click, 360° panoramic view

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

“AXIS P5544 provides a complete 360° field of view over a 950 m<sup>2</sup> (10,000 sq. ft.) area—about the size of three tennis courts, and can pan, tilt and zoom in 18 times to identify people some 150 m (490 ft.) away,” says Erik Frännlid, Axis’ Director of Product Management. “High image quality is maintained at all times, whether in 360° overview mode or in zoomed-in views. AXIS P5544 provides security personnel and business owners with superb remote monitoring capabilities.”

AXIS P5544 is built on Axis’ unique 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 and 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 and click on any area of interest while in the 360° overview mode and for the camera to immediately pan, tilt and zoom in on the area of interest 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. It also has a built-in SD/SDHC memory card slot that enables recordings to be stored locally.



*AXIS P5544, in hard-ceiling (left) and drop-ceiling (right) mount, provides 360° panoramic view and fast pan and tilt with sharp, 18x zoom in HDTV 720p.*



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. 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).

#### ***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 Swedish-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).*

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

*Lena Hedén, PR Marketing Manager, Axis Communications*

*Phone: + 46 46 272 1800,*

*E-mail: [pressoffice@axis.com](mailto:pressoffice@axis.com)*