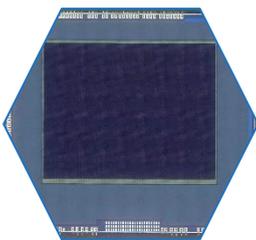




## Axis P1375-E Network Camera



*Discover Axis's high-end product integrating its latest ARTPEC-7 in-house system-on-chip dedicated to network video and machine learning capabilities.*

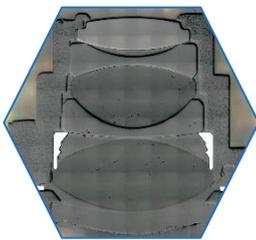


Founded in 1984, Swedish company Axis Communications is a world leader in the surveillance camera market. Although the market is now led by Chinese companies Hikvision and Dahua due to the large use of surveillance cameras in Asia, Axis remains an experienced leader in American and European markets. Today, the company counts over 3,646 employees, with many engineers. Axis doesn't manufacture its products itself but uses contract manufacturers to assure its production while the company mainly focuses on R&D, hardware and software design, and logistics.

processing capabilities, a CMOS solid-state image sensor with a resolution of 2.20M pixels and a varifocal lens module with P-Iris.

With an imaging resolution of 1080p and 60FPS, Power over Ethernet (PoE), and machine learning among many features, the P1375-E network camera is the result of years of high-level innovation.

Along with the complete teardown analysis, this report includes a complete Bill of Materials, system block diagram, board high-definition photos, and main IC/sensor die photos. Material costs are then estimated as well as process assemblies to deliver a final manufacturer price of the system.



**Title:** Axis P1375-E Network Camera

**Pages:** 139

**Date:** Janvier 2021

**Format:** PDF & Excel file

**Price:** EUR 3,990

**Reference:** SP20573

Axis has a broad range of surveillance cameras including pan/tilt/zoom, fixed dome/bullet/box, panoramic and modular, covering many consumer and industrial applications where reinforced security is needed. Since 1999, Axis developed and launched several in-house systems-on-chips dedicated for network video in its ARTPEC series.

This full reverse costing study has been conducted to provide insight into technology data, manufacturing cost and manufacturer price of a network camera supplied by Axis, the P1375-E. This system integrates Axis's latest generation in-house ARTPEC-7 processor with machine learning

### COMPLETE TEARDOWN WITH:

- Teardown analysis of the camera, including HD photos
- Components identification
- PCBs/lens module cross-sections
- Supply chain evaluation
- System block diagram
- Manufacturing cost analysis including material cost and assembly cost
- Estimated manufacturer price
- Die photo and cost estimation for main integrated circuits

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- System Opening
- Electronic Boards
  - ✓ Top side : high resolution photos, PCB markings, main component markings, main component identification, other component markings, other component identification
  - ✓ Bottom side : high resolution photos, PCB markings, main component markings, main component

identification, other component markings, other component identification

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## AUTHORS



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And also:

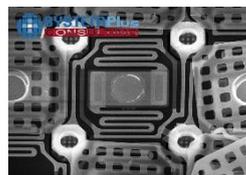
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- Youssef El Gmili, Laboratory Department Director
- Peggy Gallois, Laboratory Analyst

## RELATED REPORTS



### Hikvision Intelligent Thermal Network Camera (DS-2TD2166-15 V1)

Dig deep into Hikvision's AI-powered thermal network camera for security applications. December 2020 - EUR 3,990\*



### IRay Technology 12µm and 17µm Thermal Sensors

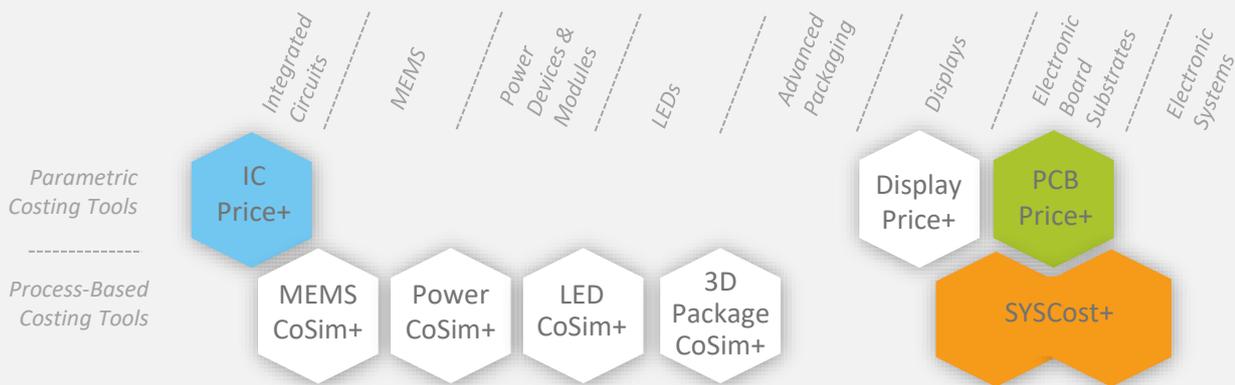
Comparison between 12µm and first and 2nd generation 17µm LWIR microbolometers from Chinese manufacturer IRay Technology's. August 2020 - EUR 3,990\*



### Cameras and Computing for Surveillance and Security 2020

Artificial intelligence and mass surveillance are pushing the camera and computing market to \$38B in revenue by 2025. September 2020 - EUR 6,490\*

## COSTING TOOLS



Our analysis is performed with our costing tools SYSCost+, IC Price+ and PCB Price+. System Plus Consulting offers powerful costing tools to evaluate the production cost and selling price from single chip to complex structures.

### SYSCost+

Provides all component costs estimation including PCB, housing and connectors, and a simulation of the assembly cost and test process at the board and system level.

### IC Price+

Performs the necessary cost simulation of any Integrated Circuit: ASICs, microcontrollers, memories, DSP, smartpower...

### PCB Price+

Performs the necessary cost simulation of a large type of PCB substrates according to different technical characteristics such as the material, the metal layers, the type of Vias, etc.

## ABOUT SYSTEM PLUS CONSULTING

System Plus Consulting is specialized in the cost analysis of electronics from semiconductor devices to electronic systems. A complete range of services and costing tools to provide in-depth production cost studies and to estimate the objective selling price of a product is available.

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- **STRUCTURE & PROCESS ANALYSES**
- **TEARDOWNS**
- **CUSTOM ANALYSES**
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## WHAT IS A REVERSE COSTING®?

Reverse Costing® is the process of disassembling a device (or a system) in order to identify its technology and calculate its manufacturing cost, using in-house models and tools.



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# TERMS AND CONDITIONS OF SALES

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## 1. INTRODUCTION

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Buyer must note that placing an order means an agreement without any restriction with these terms and conditions.

## 2. PRICES

Prices of the purchased services are those which are in force on the date the order is placed. Prices are in Euros and worked out without taxes. Consequently, the taxes and possible added costs agreed when the order is placed will be charged on these initial prices.

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