

For Immediate Release

DW Launches NEW AI License Plate and Vehicle Recognition IP Camera

The new camera detects and converts video into actionable data.



DWC-XSBA05LiP DW ALPR IP Cameras.

Cerritos, CA (July 14, 2025) – [Digital Watchdog[®] \(DW\)](https://www.digital-watchdog.com), the industry leader in digital recorders, surveillance cameras, system peripherals and related cloud-centric management software, announces the addition of a new 5MP Automatic License-Plate Recognition (ALPR) IP camera to the MEGApix Ai family. The camera captures high-speed license plate data and provides operators with insights into road usage, traffic flow trends, and helps control access to restricted areas.

"The practical application of artificial intelligence to increase physical security and simplify processes is a driving catalyst for Digital Watchdog," said Mark Espenschied, Director of Marketing, DW. "The reliable automatic recognition of numbers, letters and vehicles by these amazing cameras, and the transformation into actionable data, saves time and resources."

The camera detects and extracts a license plate's characters in milliseconds, at vehicle speeds of up to 75mph, with a high accuracy of 95%, converting the pixels into usable digital data that can be searched and mined for analytics, patterns, and access reports. The cameras also collect vehicle make, model and color information for database tracking and metadata. The weather-resistant bullet cameras are IP67-rated, IK-10 impact-resistant, and can cold start at -40°F/-40°C. All MEGApix cameras are ONVIF conformant, assuring their successful integration with any open platform solution on the market.

Product features:

- 5MP sensor at real-time 30fps
- Star-Light Plus color in near-total darkness technology
- ALPR optical character recognition captures and reads vehicle license plates at up to 75mph speeds, as well as vehicles' make, model and color across numerous brands
- Long-range vari-focal p-iris lens with motorized zoom and autofocus for complete remote lens control and focused image at any time
- True Wide Dynamic Range (WDR) for clear images in challenging light
- Simultaneous streaming and multiple codec options for smart bandwidth management
- Cold Start -40°F (-40°C), allowing the camera to power up in extremely cold environments
- 130' Smart IR with intelligent camera sync for clear B/W images with no need for external light
- Smart DNR 3D digital noise reduction reduces noise and ghosting for motion in low-light environments.
- Privacy zones cover sensitive areas in the camera's field of view.
- Two-way audio for direct communication between the monitoring station and the camera's location
- Alarm sensor input and relay output for access control integration
- Web server built-in for easy camera management from any browser
- High-power PoE and DC12V for single-cable simplified installation
- NDAA/TAA compliant for federal and government projects
- IP67- and IK10-rated camera housing built to last
- 5 year warranty

DW[®] Press Release

To learn more about MEGApix Ai ALPR solutions, [click here](#). To learn more about DW's industry-leading video surveillance products, visit www.digital-watchdog.com.

ABOUT DIGITAL WATCHDOG

Founded in 1987, DW is a leading manufacturer of NDAA/TAA-compliant and cloud-centric complete surveillance solutions, delivering easy-to-use, resource-saving artificial intelligence (AI), stunning image quality, advanced hardware capabilities, superior video management, reliable customer support and the lowest total cost of deployment for cloud-managed IP megapixel, Universal HD over Coax megapixel, and legacy analog applications. DW's catalog includes perimeter protection devices, including motion detectors, illuminators and speakers, as well as an NDAA-compliant elevated skin temperature system. With offices in Cerritos, California and Tampa, Florida, and manufacturing facilities in Seoul, Korea, DW is committed to delivering powerful security solutions to its customers worldwide.

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