

Axis strengthens its position on the global security market

Axis Communications maintains its strong market leading position for network cameras and further improves its position in the category - global vendors providing video surveillance equipment. This was published in the latest report from IMS Research.

Sydney, Australia, 27 August 2009 - The 2009 edition of the annual IMS Research report "The World Market for CCTV & Video Surveillance Equipment" is based on data compiled in 2008 and provides an overall view of the video surveillance market for both traditional analog manufacturers and the network video market where Axis is active.

In the report, Axis is ranked fourth in the world in the category - vendors providing video surveillance equipment - compared with sixth place last year. Axis retains as number three in the world in the security cameras category, which includes analog as well as network cameras. In the network cameras category, Axis is identified as clear market leader and retains its market leading position.

"The fact that Axis strengthened the company's position in the overall security surveillance category and now ranks as one of the four largest vendors providing video surveillance equipment shows that the ongoing shift from analog to digital surveillance continued at a strong pace in 2008", says Ray Mauritsson, President of Axis Communications.

"In just three short years Axis Communications has moved from being the 12th largest vendor of video surveillance equipment globally to the 4th spot in 2008 - an impressive and noteworthy achievement by any standard. Axis Communications remains the largest provider of network video surveillance equipment by market share globally", says Alastair Hayfield, Senior Market Research Analyst, IMS Research

Axis focuses on the professional segment of the network video market with customers in sectors including education, transportation and government. In the IMS report these customer segments are identified as the largest growth areas for network video in the coming years.

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 NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

About IMS Research

IMS Research (www.imsresearch.com) was founded in 1989 and is now one of the leading suppliers of detailed, quality market research to the global electronics industry.

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