

November 26, 2007

Axis appoints India Country Manager

Axis Communications has appointed Mr Prakash Prabhu as its Country Manager for India effective 5 November 2007.

Mr Prakash will be based in Axis local sales office located in Bangalore, India. Mr Prakash has over 17 years experience in both Distribution and Channel development and will be instrumental in increasing the reach of Axis products and services across India. Prior to his appointment, Mr Prakash worked at Tech Pacific and Apex Solutions as Head of Operations.

“The Indian surveillance and remote monitoring market is poised for a quantum growth, with an increasing shift from traditional analog CCTV to IP based network video. My primary focus will be to identify, train and build strong channels foundation to deliver the best in network video solutions to the end users, and increase our footprint across the country. Having a local presence will go a long way in being responsive to our client needs and improving our time to market, says Mr Prakash.

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 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com.

For further information, please contact:

*Sharon Chong, Marketing Manager, South Asia Pacific, Axis Communications
Phone: +65 6331 9119, E-mail: sharon.chong@axis.com*