



PRESS RELEASE

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## Axis Communications inaugurates new office in Bangalore

Company celebrates 25-year anniversary globally

Axis Communications, global market leader in network video, inaugurated its new India head office in Bangalore today. The company which is headquartered in Sweden launched its Indian operations in 2007. Since then, the company has focused on addressing the surveillance needs of various verticals such as transportation, retail, government and banking. Axis range of products includes network (IP/digital) surveillance cameras, video servers, video decoders and video management software. With about 200 channel partners in India and distributors like Anixter and Ingram Micro, Axis plans to continue to grow its presence in other key cities in India through its partnerships.

According to Prakash Prabhu, Country Manager - India, Axis Communications, who leads the company's operations in the country, "Axis' rich heritage and global leadership in digital surveillance is serving as a strong foundation as we build our presence in India. We are focused on market education, developing a strong channel and capitalising on India's existing expertise in Information Technology to tap the huge potential. India is making tremendous strides in digital surveillance and we expect India to be a key contributor to our growth."

With extensive experience and innovative network video solutions, Axis Communications is driving the ongoing shift from analog to digital video surveillance and is celebrating its 25<sup>th</sup> year anniversary in 2009.

The idea for Axis Communications was born in a student room in Lund in 1984 when the two students and entrepreneurs, Martin Gren and Mikael Karlsson considered the possibilities of the incipient IT era. They soon discovered that the print area would be quickest to penetrate and decided to develop a product and sell it. Even from the start, the focus was on networks. With the print server – an advancement of the IBM protocol converter, the company's first product – it became possible for the first time, for several users in a building to use the same printer. In 1996, the initiative was taken to connect a camera to the network and with that Axis launched the network camera, the first company in the world to do so.

Today, the company has advanced on many fronts. From having been a two-man company, Axis is now represented in more than 20 countries and has more than one million network cameras installed worldwide. Axis has continually worked with networks as part of its business model. Axis has established loyalty with system integrators and resellers worldwide through its extensive experience and 20 sales offices and currently has a network of more than 24,000 partners.

Axis is constantly at the cutting edge in the development of network video products and is currently in an expansionary phase. The expansion also embraces the company's products where new technologies such as megapixels, compression and intelligence are included. The internally developed ARTPEC-3 chip was launched during the year featuring the latest compression standard (H.264), enabling more information to be sent and stored with maintained or enhanced quality. With its 25 years' experience of both product and partner networks, Axis is the leading company in a market that IMS forecasts to grow by 35 percent over the next five years, providing Axis with many opportunities for advancement and an exciting period to look forward to.



### ***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).*

### ***About Axis India***

*In India, Axis Communications is known as Axis Video Systems India Private Limited and set up the first sales office opened in August 2007 in Bangalore. Since then Axis has also established a presence in Mumbai and Delhi. Axis' key distributors in India include Ingram Micro and Anixter and strategic partners are G4S, Honeywell, Tyco and Siemens.*

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