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## Axis Communications Strengthens Presence in India

*Sees potential in infrastructure, city surveillance and transportation; showcases latest products with H.264 technology*

**Axis Communications, the global market leader in network video, today showcased a range of their latest IP-based network surveillance cameras and video encoders intended to address the growing interest for physical security solutions in the Indian market.** Axis, which set up its sales office in Bangalore, India in 2007, has in a span of two years, witnessed over 100% growth in India. Since 2008, the company has expanded its domestic partner network through its various partner programs to include over 300 partners, and has added a direct presence in Mumbai and New Delhi.

In April this year, Axis unveiled its new generation of high-performing, flexible and scalable network video solutions. The highly efficient H.264 compression format greatly optimizes bandwidth and storage use without compromising image quality. They also support Motion JPEG for increased flexibility.

Speaking on the occasion, **Bodil Sonesson Gallon, Vice President, Global Sales of Axis Communications AB**, said, "According to IMS Research, IP-based surveillance is an emerging sector that will continue to grow over the next few years. Axis is a market leader, with the No.1 position in the network video cameras market with 33.5 per cent market share. There is great potential in the Indian physical security and surveillance sector, and we foresee India as a strategic region for Axis."

Axis has customers in India across verticals and is involved in various projects including the D.Y. Patil Stadium in Mumbai, Hyderabad International Airport, City Surveillance project in Kolkata, Shivajinagar Bus Terminus in Bangalore, and Reliance Internet data centres- Mumbai, Chennai, Bangalore. Serum Institute of India, Pune, BPCL (Bharat Petroleum Corporation Limited), NTPC (National Thermal Power Corporation), Nokia, Yahoo and Target are some of Axis' customers in the institutional and corporate sector.

Oh Tee Lee, Regional Director, South Asia Pacific said, "Across business and government, there is a growing realisation of the benefits of moving from analog to IP-based digital surveillance solutions. Axis is well-poised to drive the transformation with its technology and market leadership combined with a well-established channel partner program that comprises 24,000 partners globally."

The market for CCTV and video surveillance equipment in Asia is forecasted to grow at a compound annual growth rate (CAGR) of 12.0% to US\$4122.8 million in 2011, from US\$2342.8 million in 2006. India is currently a fast growing segment of the overall Asia market, and is seeing tremendous interest especially from sectors which are booming and where security is a key concern, like infrastructure, city surveillance and transportation as network connectivity becomes prevalent in India. According to an ASSOCHAM report, the physical security landscape in India is estimated to reach Rs 50,000 crores by 2011, from Rs 22,000 crores as of December 2008.

"Increased awareness of the need to secure human lives and assets is a key growth driver of the Indian security market. Factors like the current security climate and the government's emphasis on infrastructure development and growth have accelerated the adoption of holistic security systems. IP-based surveillance is emerging as a viable option offering the advantages of easy installation and integration, flexibility, scalability and lower total cost of ownership," said Prakash Prabhu, Country Manager, Axis India.

A leading expert in network video, Axis develops innovative products, and offers the market's broadest network cameras portfolio. Axis' range of products includes network cameras, video encoders, video management software, and a full range of audio and video accessories. Axis' end users range from large multinational corporations to small-to-midsize enterprises, which use the easy-to-install Axis' products and systems solutions in their installations to optimize their business processes. Axis prioritizes six primary end-user segments - education, banking & finance, retail, transportation, government and industrial - for products sold under Axis' own brands.

Starting out as a two-man company in 1984, Axis is now selling in more than 70 countries and has more than one million network cameras installed worldwide. Axis has continually worked with partner networks as part of its business model, having established loyalty with system integrators and resellers worldwide through its extensive experience and more than 20 sales offices. Currently, Axis has a network of more than 24,000 partners worldwide, with 2,466 in Asia Pacific region. Its customers in the Asia Pacific region include Sydney Airport, Swinburne University Australia, Hyundai Motor, Hatyai Municipal Office & Bangkok Metropolitan administration in Thailand, and LG Chemical.

**About Axis**

*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)*

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