



India, October 26, 2009

Axis wins Frost & Sullivan award for the Indian security and surveillance market

Axis Communications, the market leader within network video, announced it has received the Frost & Sullivan award for “Growth Strategy Excellence Award” in the Indian security and surveillance market.

Axis Communications, which is headquartered in Sweden, has been selected for this award based on the Frost & Sullivan's research on the Indian security market. The criteria for the award included technology leadership, partnership focus and open standards.

“We are honored and delighted to receive this prestigious award. This award proves our global commitment to provide the industry with excellent standards in surveillance technology and reemphasize our position as the market leaders within network video surveillance. This award is also testament to the strength of our partner network across India,” said Prakash Prabhu, Country Manager, Axis Communications – India, who received at the Frost & Sullivan ‘Growth Innovation and Leadership’ (GIL) Congress’ held in Bangalore recently.

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, which set up its sales office in Bangalore, India in 2007, has in a span of two years, witnessed over 100% growth in India. The company has expanded its domestic partner network through its various partner programs to include over 300 partners. Axis has customers in India across verticals.

Worldwide, Axis has been spearheading the shift from analog technology to IP-based network video surveillance which offers the advantages of easy installation and integration, flexibility, scalability and lower total cost of ownership.

Axis sells exclusively through an indirect, two-tier model utilizing distributors, resellers and system integrators. As one of the founders of ONVIF (Open Network Video Interface Forum), Axis has always endorsed open standards within the physical security market.

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.

For further information please contact

Sharon Chong, Marketing Manager, South Asia Pacific, Axis Communications
E-mail: sharon.chong@axis.com

Subhashini P / Neethu Mathews
Text 100 Public Relations,
Phone: 080 25548807
Email: subhashinip@text100.co.in / neethu.mathews@text100.co.in