

Lund, March 14, 2007

Axis to establish cooperation with Turkish Telecom operator

Axis Communications and Superonline, Turkish New Generation Telecommunication Operator, today announces the launch of the new service - BabyCam. BabyCam is a remote video solution offering customers a convenient way of viewing video from their home by Internet or mobile phone. The solution is powered by the Axis Subscriber Technology System (ST System), a solution optimized to offer customers a cost-effective service.

The AXIS ST System enables Superonline to offer their customers a 'plug and play' network surveillance system, with the option of bundling with Axis Communications' network cameras. Customers simply need to connect their Axis network cameras to Superonline broadband access service SuperADSL, and begin to look at video from any computer connected to the Internet or mobile phone.

"The BabyCam remote video solution offers our customer a convenient way of gaining access to live video from their homes. While you are at work or on a vacation, away from your family, they are just a click away from you. All you need is a computer with an internet connection or a GPRS compatible mobile phone. You do not need an extra software, hardware or technical information." says Tunç Bayrak, Product Manager at Superonline.

"We are pleased to collaborate with Superonline in providing the enhanced peace of mind which the ST System can offer their customers. A remotely delivered IP –video monitoring service with central management and no maintenance is a natural extension for carriers and mobile phone operators." says Ray Mauritsson, CEO of Axis Communications.

This value added services now allows Superonline users to have:

- Convenient live viewing of video via Internet
- SMS, MMS or email alerts of unexpected events triggered by motion detection
- Offsite recording of pre/post alarm video sequences
- Central management of all cameras in the system
- Secure connection of all cameras

More information about Axis ST System can be found on:

<http://www.axis.com/partner/sts/index.htm>

The Superonline BabyCam service can be found on:

<http://babycam.superonline.com>

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

About Superonline

Superonline, is the leading Internet Company of Turkey, is established within the structure of Cukurova Holding in the year of 1995. Superonline is the leader of the market with a market share of 42% upon its 300,000 individual subscribers within the scope of Internet Service Supply services and also with a market share of 33% upon its 5500 institutional customers within the scope of Network Service Supply services.