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## Axis to establish sales office in South Africa

**Axis Communications establishes during May a sales office in Johannesburg in South Africa.**

Axis is becoming established in South Africa through taking over the personnel and offices from the company's former distributor SCS Distribution, a well-established player on the South African market, with years of knowledge about Axis' products and solutions. The office in Johannesburg will be staffed by six persons, with a focus on sales and working in accordance with the Axis sales model.

The Axis EMEA (Europe, Middle East & Africa) region has been successfully offering network video solutions on the African continent for many years, particularly with focus on the northern regions of the continent. Opening of the office in Johannesburg now strengthens Axis' presence on the entire African continent.

"The global growth for network video is estimated at 40% in the years ahead. Establishment of the office in South Africa is a natural development to meet the increasing interest in network video solutions in southern Africa," says Ray Mauritsson, President of Axis Communications.

"During many years we have built up a wealth of understanding of solutions that Axis' network video products offer. The establishment of the new office is a natural step in the progression of building a quality offering in South Africa, and I expect that we now can exploit the market potential of the African continent in an even better and more successful way," says Roy Alves, Country Manager South Africa.

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### ***About Axis***

*Axis increases the value of network solutions. The company is an innovative market leader in network video and print servers. Axis' products and solutions are focused on applications such as security surveillance, remote monitoring and document management. The products are based on in-house developed chip technology, which is also sold to third parties.*

*Axis was founded in 1984 and is listed on the O-list (Attract 40) of Stockholmsbörsen (XSSE: AXIS). Axis operates globally with offices in 16 countries and in cooperation with distributors, system integrators and OEM partners in 70 countries. Markets outside Sweden account for more than 95% of sales. Information about Axis can be found at [www.axis.com](http://www.axis.com).*