

Lund, June 29, 2005

Axis Communications partners with Computer 2000 as IP-Surveillance market goes mainstream

Market leading IP-Surveillance vendor, Axis Communications has formed a partnership with the primary UK & Ireland distributor Computer 2000. Computer 2000, part of \$19.8 billion annual turnover Tech Data Corporation based in the US, is further strengthening its offering for its resellers serving the Small to Medium-Sized Enterprise (SME) market and sees the potential of the IP-Surveillance in this context.

The collaboration presents a strong mutual benefit to both parties, because the IP-Surveillance market is ideal for SMEs looking to optimize their networking resources and minimize ongoing maintenance and management costs. The market is now moving from early adopter phase (primarily in schools and retail firms) into the mainstream market. Firms dissatisfied with the quality and costs involved in maintaining and extending traditional CCTV systems are now turning to IP-Surveillance systems in large numbers. Others are looking to use the technology to address compliance, security, efficiency, quality control and/or marketing requirements. The market for IP-Surveillance has compound annual growth of roughly 30 per cent, making it a very attractive business area for both IT and CCTV/Security channels.

General Manager of the networking business unit, at Computer 2000, Lee Perkins, said:

"IP surveillance is a very exciting market and is ideal for networking resellers looking to optimize their existing skills and develop new and profitable revenue streams. We know that many of our resellers would like the opportunity to develop their business in this market - this agreement presents them with that opportunity and we'll be doing all we can in the coming weeks to make it as easy as possible for them to do just that."

Axis Communications already has a highly successful partnership with advanced networking and communications solutions provider Azlan, also part of the Tech Data Group, and is the clear market leader in the provision of network cameras and video servers as recognized by two major recent analyst studies by IMS Research (2004) and Frost & Sullivan (2005)

Bodil Sonesson, VP Sales & Marketing for Axis Communications, commented: "This valuable partner has been secured via our commitment to the channel through the AXIS Partner Program¹ and now the AXIS Training Academy². Collaborating with one of the most important distributors in the UK and Ireland continues the trend towards acceptance of IP surveillance into the mainstream IT market. Network integrators and resellers globally are seriously embracing this business, given the evident and immense growth potential."

1 The Axis Partner Program has three levels of partnership: Authorized, Premium and Solution. For more information, visit the Axis website and register interest at:
<http://www.axis.com/partner/index.htm>

2 The AXIS Academy training courses cover all key points of learning for IT resellers coming into the market. For more details you can go to:
<http://www.axis.com/partner/channe...ram/academy.htm>.

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About Axis

Axis Communications 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 Stockholmsbörsen (XSSE: AXIS). Axis operates globally with offices in 16 countries and in cooperation with distributors, systems 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.