

Lund, January 27, 2004

Axis stays ahead - IMS Research recognizes Axis as leader in the EMEA network video market

Axis Communications announced today that leading electronics research firm IMS Research has recognized the company as the clear market leader in the fast-growing, EMEA network video market. In a recent report, IMS Research predicted a continued strong development for IP-based network video products in the EMEA region. Estimated average annual market growth rates for the coming five years are expected to be 28.4 percent for network cameras and 30.3 percent for video servers.

IMS Research, known for its high quality market research, estimated in its report that the EMEA market for network cameras and video servers is expected to grow to EUR 151.1 million in 2008.

The report, titled "The EMEA market for CCTV and Video Surveillance Equipment," also ranked Axis as number 13 in the overall market share estimates for CCTV and video surveillance solutions, including analog CCTV equipment. This is yet another strong indication of the growth in IP-based solutions. Just a few years ago, digital solutions in total represented about 2 percent of the total market. Today Axis, by itself, represents 2.4 percent of the overall CCTV and video surveillance market in EMEA.

Looking at the network video market, Axis stands out as the undisputed market leader. In the network camera segment, the report found that Axis has a 59.8 percent market share. In the video server segment, Axis is also recognized as the clear leader with a market share of 35.4 percent, well ahead of its nearest competitor.

The report from IMS Research is based on interviews with more than 50 companies in the industry and on data and statistics derived from relevant news sources, annual reports and the Internet.

For further information, please contact:

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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 Stockholmsbörsen (XSSE: AXIS). Axis operates globally with offices in 14 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.

About IMS Research

IMS Research is a leading market research provider to the global electronics industry. Founded in the late 1980s IMS has established a reputation for providing reliable, highly detailed market data. IMS' research portfolio extends to areas such as semiconductors, industrial, electronic security, communications, automotive, consumer and power electronics. Further information can be found at www.imsresearch.com.