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Axis network cameras cast in Hollywood Blockbuster

Axis Communications, the global leader in the network video market, has cracked Hollywood as three of its network cameras have featured in the recently released film ‘The Girl With The Dragon Tattoo.’

This English-language adaptation of the Swedish novel by Stieg Larsson follows a disgraced journalist, Mikael Blomkvist, played by Daniel Craig, as he investigates the disappearance of a wealthy patriarch's niece from 40 years ago. He is aided by the pierced, tattooed, punk computer hacker named Lisbeth Salander who is played by Rooney Mara.

Before filming started on the Hollywood blockbuster, Axis Communications sent dummy copies of the AXIS P3304 Network Camera and the AXIS P1344 Network Camera to the film's production team and both cameras made the final cut.

The cameras can be seen towards the end of the film, in a bank scene in which Lisbeth Salander travels to Zurich to empty some accounts.

Speaking about Axis' Hollywood debut Phil Doyle, regional director, Northern Europe said: "We are absolutely delighted that our cameras were chosen to feature in The Girl With The Dragon Tattoo. It is fantastic exposure for us and as not only is there a technology thread to the story, but it is also set in Sweden and Axis is a Swedish-based company, so it is a fitting partnership.

The cameras have also been perfectly cast as the AXIS P3304 Network Camera is a discreet and compact fixed dome which is perfectly suited where discreet, tamper-resistant domes are requested.

Additionally, the high-performing video surveillance offered by the AXIS P1344 Network Camera makes it perfect for securing locations such as banks, governmental and industrial buildings, retail stores and airports, so it is very apt product placement."

Here is the trailer for the film www.imdb.com/video/imdb/vi3830160409/ and for more information about Axis' range of network video cameras and applications, please visit www.axis.com. Follow us on Twitter at <http://twitter.com/AxisIPVideo>.

Notes to editors

Axis Communications is the global market leader in the network video market. The network camera market is set to have a CAGR of 27 per cent per year over the next five years. The world market for video surveillance products is forecast to be worth more than \$14,474 million by 2014 according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2009 Edition' published in August 2009.

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 analogue 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.

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