



## PRESS RELEASE

Lund, June 17, 2014

# Axis maintains their position as the global market leader in network video

**Axis Communications continues to hold a global market-leading position in network video, according to two new independent market research reports.**

“We continue to strengthen our presence in the Americas and EMEA. We are committed to our long-term strategy of continuously releasing innovative network video products and offering intelligent security solutions in a global market together with our partners,” says Ray Mauritsson, President of Axis Communications.

In the Americas and EMEA regions, Axis maintains its leading market share position in security cameras, network cameras and video encoders, according to the latest analysis from the IHS Technology Video Surveillance Intelligence Service. Due to the convergence from analog to digital installations, Axis has increased its security camera market share in the Americas and EMEA regions and strengthened its leading position in relation to the second ranked vendor.

The network video market will grow by 22 percent annually until 2018, according to IHS. TSR estimates the network video market growth to be 16 percent yearly until 2017.

“Both reports highlight the growth in the global network camera market and clearly show that interest in network camera installations is increasing. The range of predicted growth corresponds well with our current view of the global market” says Ray Mauritsson.

*IHS (NYSE: IHS) is the leading source of information, insight and analytics in critical areas that shape today's business landscape. The IHS Technology Video Surveillance Intelligence Service affords comprehensive global analysis including market share reporting as well as equipment and market forecasts.*

**Techno Systems Research Co., Ltd. (TSR)** is a Japanese independent company of market research and consultancy to the global electronics industry. TSR is a major marketing research company located in Japan. TSR provides market data, market analysis, and market prospect to help customer to make decisions. The TSR report “2013 Network Camera Marketing Research Report” is based on 2013 market research.

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### About Axis

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners

*and provides them with knowledge and ground-breaking network products in existing and new markets. Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 65,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).*