

Lund, May 6, 2009

Axis has received the Grand Award of Design

Axis Communication's product portfolio of network video products received the Grand Award of Design for 2009. The prize was accepted by representatives from Axis and its cooperation partner Zenit Design at a ceremony held on Tuesday at the Moderna Museet in Stockholm, Sweden.

The motivation for the prize is:

It is a success story where Axis, through a consistent strategy, has managed to establish itself as market leader within network cameras. The company has worked with design solutions in an innovative and well-thought-out way throughout the whole process. From users, to production and installation, Axis has shown that design can contribute to well-thought-out solutions, with very good financial returns as a consequence.

"We are extremely happy and proud to have received the Grand Award of Design. As market leader within network video, we aim to provide products for the market that are functional, easy to install and use as well as manufacture. In recent years, we have seen greater interest from our customers for functional design that is attractive and useable in security installations worldwide", says Ray Mauritsson, President of Axis Communications.

The Grand Award of Design pays attention to commercial success with integrated and consistent design work. The prize is awarded to Swedish companies and their design suppliers. It is an annual prize given out by the Association of Swedish Engineering Industries (Teknikföretagen) in cooperation with the Swedish Industrial Design Foundation (SVID), and the Swedish Society of Crafts and Design (Svensk Form). The aim of the prize is to emphasize the prominent role of industrial design in product development and profitability. The design work has a commercial value and provides important competitive ability. The award will inspire companies to see design as a strategic tool for business development.

About Axis Communications

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 analog 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 the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

About Zenit Design Group

Our design vision aims higher than simply differentiating the look, feel and function of your products with innovative design. We believe higher design thinking must also save you time and costs in production and at the same time enrich your brand. That's why we unite design thinking and engineering insight from the very start. Our technical know-how simplifies and accelerates the creative design process and enables us to deliver a fresh, precise and thoroughly practical design solution every time.

For further information, please contact:

