

Singapore, July 15, 2009

Axis strengthens its outdoor camera offerings

Axis Communications, the market leader in network video, is strengthening its outdoor camera offerings by releasing a number of outdoor-ready products this summer and fall. The new products include several unique features that make the installation and use of IP cameras in outdoor environments even more cost-efficient and reliable.

“We cooperated very closely with our end users and installers to develop our outdoor camera range,” says Erik Frännlid, Director of Product Management at Axis. “As a result, we are now launching a series of outdoor-ready products that reduce installation time and are ideal for demanding outdoor conditions. Typical applications range from railway stations and university campuses to city surveillance and traffic monitoring.”

The new Axis outdoor cameras are outdoor-ready at delivery and do not require an external housing. When possible, they include pre-installed cables and brackets needed for the installation. “In addition, our new outdoor-ready models are powered over the Ethernet via the same cable that carries video data. This means that the installer only has to connect one cable to the camera,” explains Erik Frännlid. “In large-scale systems with hundreds of cameras, such time-saving features significantly reduce the installation costs.”

To shorten the installation time even more, Axis introduces remote zoom and remote focus capabilities in its new fixed dome outdoor cameras. For fixed cameras, the installer traditionally has to adjust the field of view and focus manually on site, which may be both difficult and time-consuming. Now multiple cameras can be configured very efficiently from a single networked computer.

“Our new Axis outdoor-ready cameras with superb image quality lens and added unique features are ideal for all outdoor weather conditions. The new products are also designed for quick, easy and reliable installation in demanding surveillance applications which will lead to significant cost savings for the customer. Together with the market’s heightened awareness of public safety, we believe that our new outdoor offerings will be well received in the Asia region.” said Nafis Jasmani, Regional Sales Manager, Axis Communications Singapore.

All Axis outdoor-ready cameras are IP66-rated, resisting dust particles as well as powerful water jets. The cameras are equipped with built-in heater and fan, ensuring optimal performance in all weather conditions. Axis will also continue to offer a wide selection of cameras, housings and accessories for outdoor use to meet various installation needs. The complete Axis outdoor camera range is presented on Axis’ website: www.axis.com/outdoor.

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 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.

For further information, please contact:

Stella Quek, Account Manager, Text 100 Pte Ltd

Phone: +65 6557 2717, Email: stella.quek@text100.com.sg

Sharon Chong, Marketing Manager, South Asia Pacific, Axis Communications

Phone: +65 6836 2777,

E-mail: sharon.chong@axis.com