

Bangkok, January 28, 2010

## **Axis remains leader in surveillance market, target revenue growth 40% in APAC**

### **Trends in 2010**

- The rise of Next Generation Nationwide Broadband Network (NGNBN),
- The popularity of high definition images and high definition TVs in the region,
- The rise of the H.264 standard in video compression techniques, and the drive towards open networks.

**Axis Communications, global market leader in network video solutions, with its extensive experience and innovative network video solutions is driving the ongoing shift from analog to digital video surveillance, today unveils its FY10 projecting revenue growth of 40-50 percent in Asia Pacific region.**

Mr. Nafis Jasmani, Regional Sales Manager, ASEAN for Axis Communications (S) Pte Ltd., said “Although the growth slowed in 2009, Axis sales have improved quarter by quarter throughout the year. We attribute our commercial endurance in large part to the strength of our partner ecosystem; we are not going it alone on this journey. As one of the three founding ONVIF members, the organization has made incredible progress in 2009, having grown its member base to 103 companies worldwide. Last September, Axis announced our first product to support ONVIF in the form of a firmware upgrade for our AXIS P3301 Fixed Dome Network Camera”

Mr. Nafis, said “We expect continued strong demand in the market within the next three years. While the more mature markets in Asia comprises primarily of analog installations, the emerging economies are leapfrogging in their security infrastructure implementations of network-based surveillance. IMS Research estimates that the Asia market for network video cameras will reach US\$4122.8 million in 2011. We are looking at aggressive growth in APAC in 2010 and to extend our market leadership, we are projecting a revenue growth of 40-50% and a headcount growth of 20%, mainly in the sales and pre-sales departments. For Thailand, we will see an increase in digital surveillance and we expect a tremendous growth of 46.3% in 2010

In 2010, IP surveillance technology and features will be the popularity of high definition images and high definition TVs in the region, the rise of the H.264 standard in video compression techniques, and the drive towards open networks. Moreover, the rise of Next Generation Nationwide Broadband Network (NGNBN) will be raised up. NGNBN will be deployed in many countries across Asia in 2010 and in countries like Australia and Malaysia; companies are already starting to migrate to digital network video surveillance solutions. In Thailand, the availability of 3G in the near future will provide platforms for advanced applications, mobile wireless broadband and network services, such as wide-area wireless video calls and broadband wireless

data. Data and mobile broadband services provided by 3G networks will ultimately benefit Thailand and its economy.

Axis was one of the earliest adopters of the H.264 standard, and it has driven the demand for our solutions especially in applications where there are demands for high frame rates and high resolution. The drive towards open networks in the tech industry will also be a major driver for Axis. In September 2009, Axis was the first company to completely open its network video products for thirdparty applications with the AXIS Camera Application Platform. This open application platform makes it possible for any company to develop downloadable applications for Axis' market-leading range of network cameras and video encoders.

An IMS research report in September 2009 forecasts that the market for intelligent devices in security & business intelligence applications is set to grow at an annual rate of over 40% from 2008 to 2013, and open application platforms like the Axis Camera Application Platform will be one of the key factors driving faster growth, creating new opportunities for video content analysis software in the network camera and video encoder markets.

***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](http://www.axis.com).*

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