

Bangkok, June 25, 2009

Axis takes network video surveillance to new heights, strengthens its market leadership position

Axis # No.1 in network video cameras with 33.5% market share

Axis also introduces a new generation of network video solutions

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, has continued its No.1 position in network video cameras market with 33.5% market share, according to IMS Research*.

Today, with its 25 years, Axis has advanced on many fronts. From having been two-man company, Axis is now selling in more than 70 countries and has more than one million network cameras installed worldwide. Axis has continually worked with networks as part of its business model. Axis has established loyalty with system integrators and resellers worldwide through its extensive experience and more than 20 sales offices and currently has a network of more than 24,000 partners worldwide with 2,397 partners in Asia Pacific.

Ms. Bodil Sonesson Gallon, Vice President, Sales of Axis Communications, said “Today the market throughout the region is seeing tremendous growth. Many companies and institutions see the great benefits of shifting from analogue to IP-based digital surveillance solutions. Axis products are based on our own core competence – the ETRAX and ARTPEC processor and compression chips. Our unrivalled experience in network video has resulted in powerful networking functionality and advanced features that include motion detection, Tampering Alarm, Power over Ethernet, megapixel, audio, active tampering alarm and video analytics”

The company sells network video products in three areas. They are network cameras i.e. fixed cameras, network-dome cameras, PTZ cameras and day and night cameras, for both indoors and outdoors; video encoders to help users migrate analogue CCTV systems into IP-based video; and video-management software for remote viewing, recording and event management. Today’s development focuses on new solutions such as intelligent video i.e. the ability to program the camera into recognizing unexpected events or movement.

Mr. Oh Tee Lee, Regional Director, South Asia Pacific, said “Thailand is seeing an increase in digital surveillance with tremendous growth and Axis is well-poised to ride this wave with its IP-based network video solutions combined with well-established channel partner program i.e.

Axis Communications' Channel Partner Program. We expect Thailand to be one of our key contributors. The Asia market for CCTV and video surveillance equipment was estimated to be worth \$2342.8 million in 2006, and is forecast to grow at a compound annual growth rate (CAGR) of 12.0% to \$4122.8 million in 2011 according to IMS Research 2007 data. In Thailand, we aim to increase 60% growth over the next few years.

In Thailand, Axis focuses on the professional segment of the network video market in transportation, government, hospitality and banking. By deploying standard IT infrastructure, network video systems deliver scalable, flexible, cost-effective and future-proof systems.

Hatyai Municipal Office is the good example that has derived significant benefits from using network video surveillance. These cameras help the local government prevent possible crime and keep the footage of the crime scenes, which later would be used as evidence in court.

“We are very happy with our new IP-based security system. It delivers a great service on city surveillance. It is also very easy to manage; the network cameras can be relocated very quickly. In general, it's more flexible than the old analogue CCTV system and required people to work in the system lesser than CCTV system” said Mr. Prai Patano, Deputy Mayor of Hatyai, Songkhla province”

Products to be highlighted:

1) Axis Q6032-E PTZ: an outdoor-ready, high-performance PTZ dome camera designed for easy and reliable installation in demanding surveillance applications, ideal for use at airports and seaports, as well as for city and perimeter surveillance. AXIS Q6032-E meets demanding requirements for superb video quality, high zoom for detailed inspection, fast and precise pan/tilt performance and reliable operation in extreme climates.

Arctic Temperature Control, a new and unique functionality from Axis, is introduced for the first time in AXIS Q6032-E. The camera can operate in temperatures ranging from -40 °C to 50 °C (-40 °F to 122 °F) and has an IP66-rated protection against dust and water.

AXIS Q6032-E is powered through High Power over Ethernet, the camera can continue to operate even during a power failure as the network can be connected to an Uninterruptible Power Supply. A High PoE midspan is supplied with the camera. It also provides the H.264 video compression format, which greatly optimizes bandwidth and storage use without compromising image quality. Motion JPEG is also supported for increased flexibility.

2) Axis Q1755: The ‘Gatekeeper’ in action when every details counts. The HDTV quality combined with the optical features gives the possibility to present the desired field of view in perfect focus. The Gatekeeper function provides efficient surveillance i.e. camera in overview surveillance mode detects a moving car or a person and triggers the Gatekeeper function, zooms in and registers detailed information about the object as well as any intruder taking advantage of the open gate and remote communication with visitors or intruders. It enhanced video motion detects movement and triggers various actions i.e. increase of resolution or frame rate, alarm notification by mail, I/O output to trigger light or alarm. It also has active tampering alarm which detects if camera is blocked or spray painted, detects and zooms in when there is activity

3) AXIS M1031-W : Smart intruder alarm, ideal for securing locations i.e. small businesses, boutiques, restaurants, hotels or residences. The camera offers both wireless (IEEE 802.11g) and wired connection to the network for flexible installation. It offers superior video quality in its class at 30 frames per second in VGA resolution. It integrates a passive infrared (PIR) sensor for detecting movement even in the dark and includes a white LED for illuminating the scene automatically at an event or when requested by the user. It also offers two-way audio for remote listening in on an area and communication with visitors or intruders and audio clip can be played to attract attention for improved identification

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.

For further information, please contact:

*Pranee Chalermtanajak / Yada Tansakul, PC & Associates Consulting Co., Ltd.
Phone: +662 971 371, E-mail : pranee@pc-a.co.th / yada_t@faq.co.th*