

London, February 21, 2011

Axis Communications demonstrates retail benefits of network video at EuroShop 2011

Axis Communications, the global market leader in the network video market, will be demonstrating how network video solutions can be used to optimise retail environments at EuroShop 2011.

Network video is revolutionising the way retail professionals work with loss prevention, store optimisation, fraud detection, security and customer service. Axis Communications will be demonstrating how network video solutions can be used to not only secure retail environments but also maximise retail processes and improve business efficiency.

Atul Rajput, business development manager for retail, Northern Europe, Axis Communications said: "Retail theft continues to be a major concern for retailers globally and after a particularly difficult economic climate stores are even less able to withstand shrinkage from both internal and external threats.

"Axis surveillance solutions have been installed in retail environments around the world and with our experience and proven track record in network video technology, we are keen to demonstrate how we can work with retailers to enhance their security and add real value to their businesses."

Network video solutions provide retailers with a whole new set of future proof tools that not only enable more effective and accurate loss prevention, but improved merchandising, optimised store operations and a better customer experience.

Axis spokespeople Johan Akesson, director of business development for retail and Atul Rajput, will both be available for comment at booth E35, Hall 06.

Axis will also be joined at the show by three of its technology partners: provider of hosted video security solutions, 1000eyes; video management software company, Aimetis and MultiQ, one of the leading players in the customised monitor solutions segment.

Now in its 17th year, EuroShop 2011 is the leading retail trade fair in the world. It takes place between Saturday 26th February and Wednesday 2nd March in Dusseldorf, Germany. For more information about Axis' presence at the show, please visit www.axis.com/euroshop.

□ Notes to editors

1 Axis Communications is the global market leader in the network video market. The network camera market is set to have a CAGR of 27 per cent per year over the next five years. The world market for video surveillance products is forecast to be worth more than \$14,474 million by 2014 according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled 'The World Market for CCTV and Video Surveillance

Equipment 2009 Edition' published in August 2009.

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

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