

London, March 25, 2009

Axis cameras used to protect homes and businesses with new surveillance service

Axis Communications, the global leader in the network video market¹, announces that its partner IPEye has launched a hosted surveillance service using its network video technology.

Protecting your home can now cost less than £7 a month thanks to a hosted IP surveillance service from IPEye Limited using Axis Communications' Video Hosting System.

IPEye's customers will be able to view recorded or real-time footage of their home or business at any time 24/7 by logging on using their own secure password or by setting up notifications that they can receive either by email or by text to their mobile phone.

This easy-to-use security surveillance system takes advantage of the hosted video capability of Axis IP cameras which means that all the images from a customer's location are streamed to a remote server owned by IPEye where they are stored securely. If a burglary or incident occurs, or if a pre-set trigger is activated, the images that are captured cannot be taken or destroyed by the perpetrators and can be accessed even if the surveillance equipment is stolen.

Scott Earing, IPEye's managing director said: "Axis is the recognised market leader in video surveillance and that is why we chose to work with them to develop this powerful network camera system that is capable of protecting the family home or business.

"This network video solution is designed so that set up is very simple. Once the cameras are installed where the surveillance is required, they simply need to be connected to the Internet or LAN and the unique user identity means that footage can be viewed only by the customer – even we can't access their account or images!"

The backbone of this service is based on the Axis Video Hosting System platform and IPEye's software and user interface means that customers are able to monitor their premises whenever they want. The type of service provided includes:

- Viewing footage online at any time with a user-friendly web interface
- Setting up triggers such as when the burglar alarm goes off, or when someone walks past a passive infra red sensor (PIR), or the camera detects motion
- Triggers can be set up to send notifications via email or text
- Footage can be sent using either AVI or MP4 depending on bandwidth restrictions or the quality of image that is required

Phil Doyle, managing director, Axis Communications said: “A hosted surveillance solution is ideal for homeowners and small businesses. The web-based management and viewing platform offers a simple and cost effective surveillance solution that is as close to a genuine ‘plug and play’ offering as it comes. IPEye, using the Axis Video Hosting System, takes care of the setting up, transmission and storage of multiple video and audio streams and makes the use of secure network video a reality for everyone.”

IPEye’s hosted video service is priced at £6.99 per month and a range of Axis cameras are available which are compatible with this service.

Notes to editors

1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, 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 2008 Edition’ published in November 2008.

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 Sweden-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 Nordic, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com

About IPEye Limited

Based in the UK, IPEye is an IT based management company offering network video hosting solutions for professional installations. IPEye is the only video hosting company of its kind offering and working in partnership with Axis products and solutions, specializes in security surveillance and remote monitoring. For more information about IPEye Limited, please visit www.ipeye.co.uk

For further information about Axis Communications, please contact:

*Alexandra Turner, Marketing UK & Ireland, Axis Communications
Phone: +44 (0) 1462 427910 x204, E-mail: alexandra.turner@axis.com*

For further information about IPEye Limited, please contact:

*Anna Smith, sales & marketing coordinator, IPEye Limited
Phone: +44 (0) 845 2309 247, E-mail: info@ipeye.co.uk*

For all media enquiries, please contact:

*Louise Wheble, PR consultant, Insight Marketing & Communications
Phone: + (0) 1625 500800, E-mail: axis@insightmkt.com*