

London, October 6, 2010

Axis Communications recognises outstanding performance at UK & Ireland Partner Awards

Axis Communications, the global leader in the network video market¹ has celebrated the success of its partners at its annual UK & Ireland Axis Partner Awards.

Axis Communications' Channel Partner Program is designed to help partners benefit from Axis' market leadership in the fast growing network video market. Axis' Channel Partners are regarded as an extension of its team and each year, the UK office recognises their success in a range of different categories.

The 2010 categories and winners are:

Distribution Partner of the Year 2010 – Anixter UK

Anixter UK has continued to grow and has been involved in several high profile projects in 2010.

Authorised Partner of the Year 2010 – King Communications

King Communications began the year as an Authorised Partner and have grown their business through successful project wins including Heriot-Watt University and other major education projects to achieve promotion to Solution Gold in under 12 months.

Solution Partner Silver of the Year 2010 – TM Security

TM Security have demonstrated a strong commitment to network video and are a key AXIS and Milestone partner in the UK, delivering high end integrated projects within the physical security sector.

Solution Partner Gold of the Year 2010 – Universal Security

An enterprise physical security integrator which has fully embraced network video, demonstrated by 16 engineers being trained at the AXIS Academy during 2010. Universal Security have an extremely impressive blue chip client base, particularly within the Square Mile, and they are actively engaged in proposing network video solutions into some of the UK's most highest profile physical security projects.

Sales Representative of the Year 2010 – Steve Hall, 2020 Vision Technology

Steve Hall is a Sales Consultant for 2020 Vision Systems, an established Axis Solution Gold

Partner and has demonstrated outstanding achievement in bringing Axis solutions to the UK this year. He has successfully closed a number of high profile Axis projects that he has worked on for some time, including the prestigious Tyne Tunnel project.

Solution Architect of the Year 2010 – Faisal Nazir, Motorola

Faisal is the senior solutions architect for Motorola Enterprise Mobility Solutions and has engineered a unique mobile surveillance solution for in vehicle use.

Phil Doyle, regional director, Northern Europe, Axis Communications said: “Our partners play a key part in our success. Over the past 12 months they have continued to educate end users about the many benefits of IP-based video surveillance and demonstrate the ease-of-use and cost efficiency of our products.

“We are delighted to recognise the outstanding achievement of both partners and individuals and look forward to working with them long into the future.”

For further information about the Axis Partner Program visit <http://www.axis.com/partner/>

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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

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