

London, November 1, 2010

Axis Communications wins Security Excellence Award

Axis Communications, the global leader in the network video market¹ has won ‘Security Innovation of the Year’ for its Q1910/-E thermal camera, at the annual Security Excellence Awards held at the London Hilton, Park Lane on the 21st October 2010.

The awards promote and reward those individuals and companies within the security industry for achieving the very highest standards and outstanding success. Acknowledged as the ‘Oscars’ of the security world, this event celebrates the industry’s best practitioners and projects and is the biggest annual networking opportunity for anyone involved in security.

Commenting on the award, Phil Doyle, regional director, Northern Europe, Axis Communications said: “As a company that is dedicated to the development of market-leading open platform solutions, we are delighted to see the AXIS Q1910 thermal camera has been recognised for its innovation.

“Prior to the launch of this camera, there were no network thermal cameras on the market, and thermal imaging was associated with military or other high-specification installations. This camera brings thermal imaging into the mainstream, making it a valuable tool for securing any area.”

For more information about Axis’ range of network video cameras and applications, please visit www.axis.com. Follow us on Twitter at <http://twitter.com/AxisIPVideo>

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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