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Axis Reveals Cost of IP Surveillance Has Dropped Below Analog for Mid-Sized Installations

Independent Research Study Highlights Increased IP Security Product Development, Support and Benefits

CHELMSFORD, Mass. – Dec. 8, 2010 – Axis Communications, the global leader in the network video market, today announced the results of an independent study comparing costs of an analog versus an IP video surveillance system. The study, conducted by Lusax, a research group at Lund University in Sweden, clearly demonstrates that an IP-based system represents on average 13 percent lower cost than a corresponding analog system.

Specializing in understanding the dissemination of new IP and IT-based technology within the global security market, Lusax and Axis based the study on a survey of integrators who were actively selling and installing both analog and IP-based systems. The integrators were asked to provide bids for both types of systems for a retail store with 14, 25 and 40 cameras, and for all three scenarios the IP-based system returned a lower total cost than the analog system.

Professor Thomas Kalling, leader of Lusax, was not surprised by the results. “The market for IP security products has developed rapidly and is much more mature than only a few years ago. Both integrators and installers have learned to benefit from using standard, off-the-shelf products for recording and storage, which has a positive effect on the total system cost,” he concluded.

A similar study conducted in 2007 showed that an IP-based surveillance system was more cost-efficient in installations, but only when the number of cameras exceeded 32.

“We are continuing to see the increasing benefits that modern IP technology brings to its customers, including scalability, quality and total cost of ownership,” said Fredrik Nilsson, general manager, Axis Communications Inc. “As IP adoption grows, cost-effectiveness needs to grow as well. This study validates the efforts Axis has made to deliver products that support that belief. We expect to see this cost advantage increase in the future as IP innovation continues, especially with the rise of hosted solutions.”

For additional details on the study, please download the white paper:

http://www.axis.com/files/whitepaper/wp_cost_comparison_41264_en_1012_lo.pdf

For more information about Lusax, please visit: www.lusax.ehl.lu.se/en

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

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Contacts:

Domenic Locapo
Axis Communications
978-614-2074
dlocapo@axis.com

Amanda Munroe
SHIFT Communications
617-779-1816
axis@shiftcomm.com