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Axis Launches HDTV-Quality Video Surveillance Kits for Small-, Medium-Sized Businesses

Easy to Install AXIS M10, M11, M32 Series Bundles Offer Complete, Future-Proof IP-based Video Surveillance Solution for SMBs at Affordable Price

CHELMSFORD, Mass. – July 21, 2010 – Axis Communications, the global leader in the network video market, today announced that it is introducing several bundled product offerings addressing the specific needs of small- and medium-sized businesses.

The new AXIS M Series digital video surveillance kits each consist of four network cameras and come complete with professional monitoring and recording software. The kits are easily expandable by tapping into Axis' comprehensive portfolio of more than 50 compatible network camera models for any need.

The AXIS M10, AXIS M11 and AXIS M32 Series digital video surveillance kits include AXIS Camera Station software for monitoring and recording. The proven, professional-grade software can be installed on a standard PC and features automatic camera discovery and configuration, a flexible live view setup and an intuitive user interface. AXIS Camera Station is in use at more than 30,000 sites worldwide and available in 11 languages.

“With our new bundled AXIS M Series offerings, business owners get a complete solution for next-generation digital video surveillance at an affordable price,” said Fredrik Nilsson, general manager, Axis Communications Inc. “The new camera kits can be mixed and matched and are ideal for small retail shops, office environments and the education sector. They provide the option of HDTV image quality for better identification and also enable business owners to remotely monitor their properties.”

Business owners can choose from seven different AXIS M Series kits to best meet their individual needs. The AXIS M32 Surveillance Kits feature discreet fixed dome cameras with motion detection and detection of camera tampering attempts like blocking or spray-painting. The AXIS M1031-W Network Camera kit includes four wireless cameras that can detect movement in the dark and have two-way audio functionality. All AXIS M Series kits can be easily expanded by adding on additional Axis network cameras.

Interested parties can learn more about the new AXIS M Series digital video surveillance kits for small and medium-sized businesses through an interactive Web experience at www.axis.com/focus.

AXIS M Series kits are available through Axis' distribution channels at the following suggested retail prices: AXIS M10 Series from \$799-\$1,599; AXIS M11 Series from \$1,399-\$1,799; AXIS

M32 Series from \$1,599-\$1,999.

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.

Contacts:

*George Cohen
617-325-0011
axis@gccpr.com*

*Domenic Locapo
978-614-2074
dlocapo@axis.com*