

Chelmsford, Mass., March 17, 2010

Media Alert: Axis Communications Expanding IP Surveillance into New Markets at ISC West with HDTV, Megapixel and Hosted Video

Executives Speaking at Numerous Educational Sessions

CHELMSFORD, Mass. – March 17, 2010 – Axis Communications today announced that it is launching a handful of new products and will be participating in presentations throughout the upcoming ISC West 2010 Exposition in Las Vegas from March 24 – 26. During the show, Axis and its partners will communicate how IP surveillance is expanding into new markets with affordable and standardized HDTV technology, hosted video and intelligent applications. Following are key highlights of Axis' participation:

Booth Activity (#18051)

Axis will have eight demo stations at booth #18051, including Axis Video Hosting System, encoders, video analytics, a special transportation display, and product demos for existing and new offerings to be announced on March 24. In addition, Axis will be running ease-of-installation competitions in its booth.

Vendor Solution Sessions

Wednesday, March 24 from 10:15AM – 12:15PM, Marco Polo Ballroom, Room #704
James Marcella, director of technical services, will review how new Axis technologies can help integrators deliver network video solutions cost effectively.

Thursday, March 25 from 12:45 – 2:45PM, Marco Polo Ballroom, Room #704
Steve Surfaro, channel manager and security industry liaison, will represent Axis on an Alvarion-led panel explaining how WiMAX can extend the video surveillance solution through cost effective and flexible camera deployments.

IP Institute

Axis and James Marcella, director of technical services, will be featured during the two-day IP Institute Physical Security Network (PSN) educational program run by ISC. The training sessions, which run on Tuesday, March 23 from 8:00AM – 5:00PM and Wednesday, March 24 from 10:00AM – 5:00PM will provide in-depth IP convergence training on a complete integrated security solution.

New Product Showcase

Axis will be displaying its AXIS Q8108-R Network Video Recorder, AXIS Q1910/-E Network Thermal Camera and AXIS P5534 PTZ Dome Network Camera at the New Product Showcase.

Speaking Sessions

Successfully Creating a Hosted Video Solution for a Recurring Revenue Stream

Wednesday, March 24, 10:15 - 11:15AM, CS01, Room 104

Featuring:

Douglas Curtiss – CEO, Sonitrol

Steve Surfaro – Channel Manager and Security Industry Liaison, Axis Communications Inc.

Steve Van Till – Co-founder, Brivo Systems LLC

Security as a Service: The Next Wave of Integrated IP-based Monitoring

Wednesday, March 24, 11:30AM - 12:30PM, DI02, Room 204

Featuring:

Shayne P. Bates, – Executive Vice President, Strategy & Global Markets, Brivo

John Nemerofsky – Vice President, Sales & Marketing, Niscayah, Inc

Fredrik Nilsson – General Manager, Axis Communications Inc.

Eugene Szatkowski – COO, Secure-i, Inc

High Definition Surveillance: A Clearer Picture

Wednesday, March 24, 4:00 - 5:00PM, AD04/CS04, Room 201

Featuring:

Scott Goldfine (moderator) – Editor-in-Chief, Security Sales & Integration

Todd Rockoff – Executive Director, HDcctv Alliance

Scott Schafer – Executive Vice President, Arecont Vision

Sara Scroggins – Sr. Product Marketing Manager, Pelco

Steve Surfaro – Channel Manager and Security Industry Liaison, Axis Communications Inc.

The 10 Year Future of Video Analytics

Thursday, March 25, 2:45 - 3:45PM, Room 201, AD06

Featuring:

Zvika Ashani – Chief Technology Officer, Agent VI

Bob Beliles (moderator) – Vice President, Enterprise Business Development, Hirsch Electronics

Bob Cutting – Vice President, Product Management, ObjectVideo

Jo Stark - Global Director of Digital Video Surveillance, IBM Global Technology Services

Steve Surfaro – Channel Manager and Security Industry Liaison, Axis Communications Inc.

Mike Janzen – Co-Founder and Chief Software Architect, Aimetis Corp

The Look Ahead: Security Technology in the Next Decade

Thursday, March 25, 4:00 - 5:00PM, Room 502, SS05

Featuring:

Richard Chace (moderator) – CEO and Executive Director, SIA

Christopher Crump – Director of Commercial Business, Cogent Systems, Inc.

Denis Hebert – President & CEO, HID Global, Executive Vice President, ASSA ABLOY

Fredrik Nilsson – General Manager, Axis Communications Inc.

Terence Yap – Vice Chairman & CFO, China Security & Surveillance Technology, Inc. (CSST).

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