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Axis introduces a new level of openness to the security industry

With today's launch of AXIS Camera Application Platform, Axis Communications, the global market leader in the network video market1, introduces a new level of openness to the security industry. The open application platform makes it possible for any company to develop downloadable applications for Axis' market-leading range of network cameras and video encoders.

Axis is the first company to completely open its network video products for third-party applications. "A parallel can be drawn to the telecom market, where end users benefit from a wide range of downloadable applications for their mobile phones," says Ray Mauritsson, CEO of Axis Communications. "In the security market, the focus of the applications however, will be different. We see great interest for intelligent video applications that provide the products with capabilities based on, for instance, recognition, tracking, detection and counting."

Axis' vision is to make a wide range of Axis-compatible applications easily available for integrators and end users. "There are many skilled application developers with unique competences and ideas. Our open application platform enables them to develop applications that bring extra value to various target groups," says Ray Mauritsson. "As a result, it will be possible for integrators and end users to select the best combination of camera and application, or encoder and application, to meet specific needs within transportation, education, city surveillance and other industry segments."

A recent report from IMS Research shows that there is a great market interest for video analytics applications. "The market for intelligent devices in security & business intelligence applications is forecast to grow at an annual rate of over 40% from 2008 to 2013," says Niall Jenkins, market analyst at IMS Research. "The open application platform from Axis Communications will be one of the key factors driving faster growth, creating new opportunities for video content analysis software in the network camera and video encoder markets."

For more information about AXIS Camera Application Platform and Axis-compatible applications, please visit www.axis.com/applications/.

Notes to editors
1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 31.2%. The world market for network cameras alone is forecast to be worth more than $2.5 Billion by 2013. The network camera market is set to have a CAGR of more than 28 per cent per year over the next five 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 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 the NASDAQ OMX Stockholm Exchange under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com

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