

*Johannesburg, February 16, 2009*

## **Axis Communications celebrates 25th anniversary**

**Axis Communications, global market leader in the network video market<sup>1</sup>, celebrates its 25th anniversary in 2009. Over the years Sweden-based Axis has built on its strong heritage of excellence in networked hardware products to become the global market leader in IP-based network video surveillance, driving the shift from analogue to IP in this emerging sector that IMS forecasts will grow 35 percent over the next five years.**

The idea for Axis Communications was born in a student room in Lund in 1984 when two students and entrepreneurs, Martin Gren and Mikael Karlsson considered the possibilities presented by the dawning computing revolution. They identified early opportunities in the corporate printing sector so decided to begin the journey there. From the beginning, Axis focus was on developing products for networks. Its initial product offering was an IBM protocol converter that made it possible for the first time ever for several users in a building to share the same printer. In 1996, Axis decided to connect a camera to the network and with that the world's first network camera was born.

Twenty five years on, the company has advanced on many fronts. Axis is now represented in more than 20 countries and more than one million of its network cameras have been installed worldwide. Axis has achieved this incredible success through an unshakable commitment to building and nurturing its partner community. Today Axis worldwide community of system integrators and resellers is more than 24,000 strong. At the same time, Axis is a well-known local company in the university City of Lund, where its head office and the majority of its research and development operations are located.

Axis is a dynamic, modern IT company at the cutting edge in the development of network video products and is currently in an expansionary phase. During 2008 Axis recruited more than 100 new employees, established new offices in Moscow, Beijing and São Paulo. It's „New World of Video Surveillance initiative continues to introduce products that support the very latest technologies related to megapixel, compression and intelligence. Last year, Axis also launched its in house developed ARTPEC-3 chip featuring the latest compression standard (H.264), which delivers excellent quality video for a range of applications whilst minimising bandwidth and storage requirements compared to previous standards.

Roy Alves, country manager, Axis Communications, commented, “With 25 years experience of innovation and building loyal partner networks, Axis is well positioned to continue delivering on its stated mission to be the driving force in bringing customers the full benefit of intelligent network video solutions. We'd like to express our warmest thanks to our customers and partners for their fantastic support and commitment through our journey over the past 25 years.”

**Notes to editors**

1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 percent per year over the next three years, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled „The World Market for CCTV and Video Surveillance Equipment 2008 Edition’ published in November 2008.

**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 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, under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com).

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