

Johannesburg, February 12, 2009

Axis Communications wins International Award and strengthens its position as global market leader

Axis Communications, the global leader in the network video market¹, has won the Detektor International Award for best video surveillance product (CCTV) for the third time. The acknowledgement come just as new numbers from IMS Research were published. The numbers show that Axis Communications has strengthened its position as the world leading producer of network based video surveillance systems.

The Award for the best video surveillance product is presented every year by an international Expert panel chosen by Detector International, the European magazine for security technology. This is the third time in four years that Axis has won the award, and it is a clear indication that the market recommends Axis Communications' innovative work for the development of network based video surveillance systems.

The Award refers to AXIS P3301 Network Camera, which is a dome camera based on Axis Communication's in- house developed chip ARTPEC 3, which eases the image handling and gives notable improved compressions of the video material. ARTPEC 3 is the basis of the new generation of Axis' video surveillance products.

The jury explains the choice by stating: \"AXIS P3301 is the powerful answer to the market demand for a feature-rich surveillance camera able to offer an outstanding picture quality, in full frame rate or individually optimised for different quality needs and bandwidth constraints. This is a truly winning concept for a wide range of video surveillance applications.\"

Roy Alves, country manager, Axis Communications, said: \"It is an honor for us to receive this much valued award. AXIS P3301 is a wonderful representative for the new generation of network video products. It is a generation that has already been noticed for its impact on future video surveillance by the international expertise of the Detektor Award's jury\".

The Award was handed out at the same time as IMS Research announced its yearly report \"The World Market for CCTV and surveillance equipment\". The report documents that Axis Communications has strengthened its position as the world's leading producer of network based video surveillance in 2007 by increasing its market share from 32 to 33.5 %. IMS expects that the market for professional IP-based video surveillance solutions will gain a yearly growth of 35 % over the next 5 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 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 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 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 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.

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