

Johannesburg, July 1, 2010

## Soft and furry ... and now on video

### 165,000 people view the birth of rare leopard cubs via Axis camera

An Axis Communications P3344-VE network video camera has made history by capturing the birth of two Amur leopard cubs, one of the world's most endangered species of big cats, at Tallinn Zoo in Estonia in April.

With less than thirty five Amur leopards remaining in the wild, these two cubs are very welcome additions to the zoo and the world. It's believed to be the first live recording of a birth.

In preparation for the birth, the zoo approached Axis's partner in Estonia, Digisilm, to install a camera in the leopard's lair to record and monitor the progress of the imminent arrivals.

An Axis P3344-VE network video camera was installed; enabling a live feed of the birth to be streamed over the Internet, for those globally, with an interest in this particular breed of leopard.

### Worldwide coverage

Since the birth of these two beautiful animals, the live streaming has been viewed by more than 165,000 people from around the world. The clarity of the footage provided by the Axis P3344-VE network video camera has enabled a global audience to get crystal clear images of these cute and cuddly characters.

In particular, the lair had to be kept in complete darkness so as not to disturb the birthing or bonding process, so the Axis camera made it possible to deliver clear images in dark lighting conditions.

### Versatile cameras

Roy Alves, Country Manager for South Africa at Axis Communications, said: "This project highlights the versatility of Axis's network video cameras. Our cameras provide for the versatility and quality needed by almost any environment. It's also great to be helping enlighten many people around the world about this species."

View live footage from Tallinn Zoo's Axis camera here:

<http://www.digisilm.ee/loomad/amur/pesakaamera.html>

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

*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](http://www.imsresearch.com)) in its latest market report entitled „The World Market for CCTV and Video Surveillance Equipment 2009 Edition’ published in August 2009.*

***For further information about Axis Communications, please contact:***

*Roy Alves, country manager, Axis Communications  
Phone: +27 11 548 6780, E-mail: [roy.alves@axis.com](mailto:roy.alves@axis.com)*

***For all media enquiries, please contact:***

*Whanadi-Ann Louw, Text 100Johannesburg  
Phone: +27 11 803 2800, E-mail: [Whanadi-Ann.Louw@Text100.co.za](mailto:Whanadi-Ann.Louw@Text100.co.za)*