

Johannesburg, June 9, 2010

Commuter safety a top priority

Roy Alves, country manager, Axis Communications

Not since the first public transport system was deployed, has the spotlight on public transport shone so brightly in South Africa. 2010 is the year of public transport, with the Government deploying 2 035 luxury and standard buses; 60 train sets; 1 000 bus coaches and 1 400 luxury coaches, moving in excess of 1.7 million people per day. For these commuters, public and private security is a primary concern, and one that they expect Government and transport authorities to address.

The drive to secure public transportation, combined with the recent shift in technology awareness, has led to an escalation in the number of requests for video surveillance systems received from the transportation sector. Locally, the demand for improving the safety and security of transit systems is an accurate reflection of the international trends. As an organisation, we are continually being approached by clients, and have successfully completed installations in some of the most demanding environments in the world including: the buses in both Prague and Madrid, trains in Sydney and Zurich and also subway cars in Moscow.

A landmark, and company best practice installation for us, is the work we are doing for the buses in Madrid, Spain. The network video system which was custom designed for this installation, will be rolled out across the 2,300-strong fleet, and forms part of a larger drive to ensure overall safety and security of public transport transit systems in the country. On completion, each bus will be equipped with three network cameras, and one video encoder. The installation which commenced in 2009 is set to be complete by the end of 2010.

We believe our track record speaks for itself and customers continue to engage with us because of the benefits of a network video solution and also the vast product range that is available. The network cameras that were supplied in Madrid are robust, easily installed and compact, yet also deliver high resolution images and tampering alarms. The products are especially easy to adapt to respond quickly to changes in light levels, ensuring that high image quality is maintained. The use of progressive scan also produces clearer images of moving objects.

The system includes high resolution, real time recording and monitoring, and also features a panic button which is connected to EMT's (The Municipal Transport Company of Madrid) Central Alarm Station. Each bus has on-board GPS making it easy to locate and track in case of an emergency.

We look forward to tracking the success of the Madrid deployment/ installation and seeing how, and if we can engage with local authorities on ensuring that our transit safety and security systems remain relevant and at the bleeding edge of technological advancements.

Please visit www.axis.com should you require any further information.

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

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*

For all media enquiries, please contact:

*Rochelle de Paiva, account manager, Text 100Johannesburg
Phone: +27 11 803 2800, E-mail: rochelle.depaiva@text100.co.za*