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Axis launches HDTV quality video surveillance kits for small and medium-sized businesses

Easy to install AXIS M10, AXIS M11 and AXIS M32 Series security camera bundles offer a complete and future-proof IP-based video surveillance solution for SMBs at an affordable price point

Axis Communications (www.axis.com), the global leader in the network video market, announced today that it is introducing several bundled product offerings addressing the specific needs of small and medium-sized businesses. The new AXIS M Lines digital video surveillance kits each consist of four network cameras and come complete with professional monitoring and recording software. The kits are easily expandable by tapping into Axis' comprehensive portfolio of over 50 compatible IP camera models for any need.

The AXIS M10, AXIS M11 and AXIS M32 Series digital video surveillance kits include the AXIS Camera Station software for monitoring and recording. The proven, professional-grade software can be installed on a standard PC and features automatic camera discovery and configuration, a flexible live view setup and an intuitive user interface. AXIS Camera Station is in use at over 30.000 sites world-wide and available in English, French, Italian, German, Spanish, Russian, Korean, Japanese, Chinese, Swedish and Danish.

“With our new bundled AXIS M-lines offerings, business owners get a complete solution for next-generation digital video surveillance at an affordable price point. The new camera kits can be mixed and matched and are ideal for small retail shops, office environments and the education sector. They deliver HDTV image quality for better identification as well as allow for remote monitoring,” said Roy Alves, country manager, Axis Communications SA.

Business owners can choose from seven different AXIS M Series kits to best meet their individual needs. The AXIS M3203 kit features discreet fixed dome cameras with motion detection, audio detection and detection of camera tampering attempts like blocking or spray-painting. The AXIS M1031-W kit includes four wireless cameras which can detect movement in the dark. All AXIS M Series kits can easily be expanded by adding on additional Axis network cameras.

Learn more about the new AXIS M-lines digital video surveillance kits for small and medium-sized businesses at www.axis.com/focus.

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 three 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 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.

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