

17th March 2008

Axis launches on-line Housing Configurator

New tool for system integrators and consultants creates considerable time and cost savings for security surveillance installations

Axis Communications, the global leader in the network video market¹, today introduces the Axis housing configurator, an online service for system integrators, consultants, specifiers and end users. It provides the user with a step-by-step guide to choosing the correct housing, brackets and respective accessories. The configurator is unique to the industry and allows significant time and cost savings during both the product selection and installation processes.

To use the configurator tool, the user simply provides key information relating to their camera. By providing details on the country of installation the tool will consider hundreds of variables such as climate and specific country regulations. With this and various other details such as planned location, application and placement preferences, the user gets a choice of possible housings and their accessories. In the last step, the user can choose the brackets recommended for a specific installation. A list of all necessary parts for the installation, including cables and power supply is then produced, and this complete list of parts with different options, product names and numbers can be downloaded as a PDF file for easy inclusion within a tender or a specification document.

The site is fully supported with help and assistance and if a user has any queries during the selection process they can contact Axis via a direct contact facility. The enquiry will then be instantly forwarded to Axis's CRM system.

Andres Vigren, product manager, Axis Communications commented:

“Axis has been receiving requests from all over the world and today we are very excited that we can offer this new service to our partners and customers. Important time savings can be realised by our partners who can be sure that they will have all relevant accessories needed to complete their installation.”

Steve Gorski, managing director, Axis Communications (UK) Ltd commented:

“This configurator tool will quickly be adopted by Axis partners as it makes it so easy to ensure the proper housings and fixings required for an install are all specified. The ability to quickly produce a specification document for inclusion into tender documents should help cut time and get tenders to customers quicker.”

The online configurator is immediately available for free on the Axis Website and can be accessed from <http://www.axis.com/products/video/accessories/configurator>.

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Notes to editors

¹ Axis Communications is the global market leader in the network video market with a market share of network cameras of 32%. The world market for network cameras alone will be worth more than \$1 Billion by 2009. The network camera market is set to have a CAGR of more than 40 per cent per year over the next three years to reach a value of \$1.5 billion by 2010, 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 2007 Edition' published in December 2007.

About Axis

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 19 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com

For further information about Axis Communications in the UK and Ireland, please contact:

Steve Gorski, managing director, Axis Communications (UK) Limited

Tel: +44 (0)870 162 0047. Email: steve.gorski@axis.com

For all UK and Ireland media enquiries, including requests for images, please contact:

Miles Clayton / Simon Bennett, Agility PR Limited

Tel: +44 (0)1438 310139. Email: miles@agilitypr.co.uk / simon@agilitypr.co.uk