

PRESS RELEASE

9th May 2008

Axis and Encom help Lily O'Briens protect their chocolate factory and its products

Axis Communications, the global leader in the network video market¹, and leading surveillance solutions provider Encom, have installed an IP-surveillance system consisting of 24 Axis network cameras at Lily O'Brien's chocolate factory based at Newbridge, County Kildare in Ireland.

Lily O'Briens is a runaway Irish success story. The luxury chocolate manufacturer was founded in 1992 by Mary O'Brien and named after her daughter, Lily. It is famous for chocolates based on desserts such as crême brulee and tiramisu. The company makes up to 65 tonnes of chocolate each week and exports eighty per cent of its products. Forecast turnover for 2008 is expected to reach around €22 million.

All products are manufactured at a 36,000 square feet factory in Newbridge, County Kildare, with Lily O'Briens employing 120 staff producing 180 varieties of chocolate. Kevin Coleman, Lily O'Brien's process manager, brought in Axis partner Encom to install a surveillance system which could secure their site but also help monitor key production processes. The company wanted the ability to view machines remotely to ensure production lines run smoothly and to quickly pinpoint problems.

Encom installed seven AXIS 211 Network Cameras for external areas around the factory and the car park. Five AXIS 207 Network Cameras were used for the reception and corridors, and a further ten AXIS 210 Network Cameras were installed to cover the factory floor. Encom also deployed two high performance AXIS 214 PTZ Network Cameras for overseeing critical production processes and to help collect technical data.

Encom worked together with Lily O'Brien's in-house IT team to ensure effective integration with their IP-network. The system is monitored using AXIS Camera Station software capable of monitoring all 24 cameras. Images where motion is detected are stored for up to 20 days, recorded at four frames per second in VGA resolution onto an Intel-based server with two terabytes of capacity.

The IP-Surveillance system has already proved its worth through the detection of several suspicious incidents in the factory's car park. It has also helped Lily O'Brien's chocolate production by allowing managers to quickly examine key processes remotely via their personal computers.

Kevin Coleman, process manager, Lily O'Briens commented:

“The IP-surveillance system has a twofold benefit for us. The facility to constantly monitor the chocolate making process using the system has assisted us in maintaining the very high standards we set ourselves. This is vital to ensure Lily O'Brien's reputation for excellence in the market.

“The security aspect of the system has allowed us to reduce anti-social behaviour in and around our premises ensuring a more pleasant environment for all our staff. The flexibility of being able

to monitor both areas of interest on our own internal network and use password protected secure internet access has also proved useful.”

John Morgan, managing director, Encom added:

“We were delighted to work with a world-renowned brand such as Lily O’Briens who have high standards in everything they do. They are using IP-surveillance to keep a close eye on security but also had the vision to understand what network cameras could do in terms of monitoring their production processes, to make a great product even better.”

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

“Network cameras offer great benefits to manufacturers such as Lily O’Briens as they can allow staff to quickly and easily view every stage of a manufacturing process remotely through their PC, allowing for more efficient and effective monitoring. Using network cameras as a management tool such as with Lily O’Briens gives managers the ability to really take control of a process and pinpoint problems at an early stage.”

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Images to support this press release are available from Agility PR – contact details below.

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 18 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

About Encom

Encom was founded in Dublin in 1991 and has two major areas of operation; computer systems focusing on servers/ workstations and IP surveillance systems, with customers ranging from large multi-national businesses to small local companies. Encom manufactures and sells Encom brand computer systems. For more information about Encom, please visit www.encom.ie

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