

PRESS RELEASE

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Axis demonstrates cutting-edge network video-based operations, merchandising and loss prevention systems at Retail Solutions '08

Axis Communications, the global leader in the network video market¹, will be joined by a number of partners including IBM, Milestone and Bizerba, at this year's Retail Solutions Show (Stand #C32, on 24-26th June at ExCeL, London).

Axis and its partners will show how network video can be used to support a broad range of applications designed to improve merchandising effectiveness, enhance store operations and also support loss prevention. IBM offers solutions including heat mapping, people counting and queue management which can help store managers improve store layout to maximise sales. Milestone software can be used to support dwell time analysis with relevant video recordings. Bizerba offers systems and solutions for retail and supply chain at point-of-service and point-of-sale.

Visitors to the stand will be able to view demonstrations of how each of these applications can use video to make widely-used retail applications even more effectiveness in increasing sales and reducing shrinkage.

Johan Akesson, director business development - retail, Axis Communications, said: "Axis is working more and more closely with leading innovators in retail technology to identify areas where retailers can deploy network video to cut losses and improve operational effectiveness in-store. We are stepping beyond straightforward surveillance into supporting network video-based solutions that make a major difference to retailers' bottom line."

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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 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

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