

March 23 2009

Axis Communications joins Anixter at ISEC to introduce HDTV network camera to Ireland

Visit Axis and Anixter on stand no. c27 on 25th March 2009

Axis Communications, the global leader in the network video market¹ will be introducing its HDTV network camera on 25th March at ISEC, Ireland. Axis will join its distribution partner Anixter, a leading supplier of supply chain services and products used to connect voice, video and data security systems, on the first day of the event to introduce the AXIS Q1755 Network Camera to the Irish security market. Axis will also be on hand to demonstrate the camera's advanced suite of security and network management capabilities.

The HDTV network camera offers true HDTV performance in compliance with the SMPTE standard in resolution, colour representation and frame rate. When connected to an HDTV monitor, the camera offers the perfect solution for the security of areas where greater image detail is required, such as airports, passport controls and casinos.

AXIS Q1755 delivers HDTV 1080i or 720 resolution, 16:9 aspect ratio and supports both H.264 and Motion JPEG in full frame rate. With day and night functionality and progressive output, this camera provides exceptional quality images, even of fast moving objects in all lighting conditions and without any motion blur. 10x optical zoom and 12x digital zoom paired with auto focus deliver the desired field of view in perfect focus.

A representative of Axis Communications will be with Anixter at ISEC on Wednesday 25th March. Commenting on the show, Phil Doyle, Managing Director for the UK & Ireland, said: "ISEC offers us the ideal opportunity to introduce the AXIS Q1755 Network Camera and our partnership with Anixter to the Irish security market.

"The HDTV performance of this network camera fulfills the professional market's demands for greater image detail and true color representation. In addition, bandwidth and storage demands are considerably reduced by H.264 compression, maintaining true HDTV resolution at full frame rate."

Patrick South, regional sales manager (Ireland), Anixter said: "We are delighted that our partner Axis Communications can join us at this year's show and demonstrate this best-of-breed HDTV network camera. It is clear that IP Surveillance is quickly moving from a 'nice-to-have' to a 'must have' and Anixter, in partnership with Axis Communications is ideally positioned in terms of product knowledge and technical expertise to enable organizations to make the transition."

Ireland's only dedicated security event, ISEC will take place between 25th – 26th March 2009 in Dublin, Ireland at the CityWest Hotel. For more information visit: <http://www.isec.ie>

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 Q1755

AXIS Q1755 includes video intelligence such as enhanced video motion detection, audio detection and detection of camera tampering such as blocking or spray-painting. In addition, AXIS Q1755 incorporates the new Gatekeeper functionality which automatically zooms in when there is activity in the scene, and then zooms out after a preset time interval. The camera offers the market's most advanced suite of security and network management capabilities, including HTTPS encryption, IEEE 802.1 X authentication, IPv4/IPv6 and Quality of Service.

For optional storage of video and further flexibility, the camera has a built-in slot for an SD/SDHC memory card making it possible to store days of recording. Power over Ethernet (IEEE 802.3af) supplies power to the camera via the network, eliminating the need for power cables and reducing installation costs.

Pictures of the AXIS Q1755 Network Camera are available through following this web link:

http://www.axis.com/techsup/cam_servers/cam_q1755/index.htm?tab=photos or from Insight Marketing, contact axis@insightmkt.com.

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 analog 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. For more information about Axis, please visit our website at www.axis.com.

About Anixter

Anixter International is a leading global distributor of data communication and security products, electrical and electronic wire & cable, fasteners and other small parts. The company adds value to the distribution process by providing its customers access to 1) innovative inventory management programs; 2) more than 425,000 products and \$1 billion in inventory; 3) 237 warehouses with more than 6.5 million square feet of space; and 4) locations in 271 cities in 52 countries. Founded in 1957 and headquartered near Chicago, Anixter trades on The New York Stock Exchange under the symbol AXE.

www.anixter.ie

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