



## Axis Launches Open Application Platform for Video Analytics

### AXIS Camera Application Platform Enables Third-party Developers to Market and Sell Apps; Users Can Download, Install on Axis Products

ANAHEIM, CA – Sept. 21, 2009 – [Axis Communications](#), the global leader in the network video market, today announced here at [ASIS International 2009](#) the launch of its [AXIS Camera Application Platform](#). The platform allows third-party development of applications that can be downloaded and installed on Axis network cameras and video encoders.

“The AXIS Camera Application Platform is an open platform that makes it possible for application developers to market and sell Axis-compatible applications,” said Fredrik Nilsson, general manager of Axis Communications Inc. “The platform supports video analytics applications that provide the products with intelligent capabilities such as recognition, counting, detection and tracking.”

Compatible applications can be installed on Axis network cameras and video encoders to extend their functionality to meet specific end-user needs. At launch, the open application platform is available in one of Axis’ most popular products, the [AXIS P3301 Fixed Dome Network Camera](#).

“This is only the beginning,” said Nilsson. “The platform is a cornerstone of our video analytics strategy and will be implemented in the majority of our products during 2010.”

The open application platform has attracted great interest among Axis’ development partners. AgentVi, Aimetis, Cognimatics, IBM and Via:Sys are five of Axis’ partners that have participated in the development of the concept.

“This open approach, which allows third-party development of Axis compatible applications, will help accelerate the use of video analytics in the security market,” said Jo Stark, Global Director of Digital Video Surveillance at IBM. “The ability to download functional updates will simplify the deployment and tuning of client projects, allowing clients to better leverage device generated data, and turn such data into more relevant and more actionable information.”

The AXIS Camera Application Platform is available immediately in the firmware 5.10 for AXIS P3301 at no additional cost.

#### *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 Sweden-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](http://www.axis.com).

###

**Contacts:**

George Cohen  
GCC, Inc.  
617-325-0011  
axis@gccpr.com

Valerie Wehler  
Axis Communications  
978-614-2068  
valerie.wehler@axis.com