

Johannesburg, November 17th, 2008

Axis strengthens its market leading position according to new report from IMS

Axis Communications, the global leader in the network video market¹, announces today that IMS Research estimates the company's global market share for network cameras at 33.5 percent (up from 32.0 percent the previous year) in its latest report on the security market. Axis has thus strengthened its market leading position.

The 2008 edition of the annual IMS Research report "The World Market for CCTV & Video Surveillance Equipment" is based on reported data for 2007 and contains comprehensive information on all vendors providing analogue and digital video surveillance equipment such as cameras, recording solutions and video encoders.

Axis is positioned as number six in the world in the category - vendors providing surveillance equipment - during 2007 compared with number eight in the preceding report.

In the security cameras category, including analogue as well as network cameras, IMS Research ranks Axis as number three in the world, compared with number four in the preceding report.

In the category network cameras Axis still remains the clear market leader increasing the gap to the other competitors by taking market shares. In the regions Americas and EMEA Axis' market share is three times bigger than the closest competitor.

IMS Research forecasts a strong long term growth for network video products with an average yearly growth of 35 percent the coming five years.

"The IMS report once again confirms our strong position as global market leader, where we have further strengthened our position on the network video market; a market with continued positive long-term growth potential ", says Ray Mauritsson, President of Axis Communications.

Axis focuses on the professional segment of the network video market with customers in the education, transportation, government, retail, banking and industrial segments. By deploying standard IT infrastructure, network video systems deliver scalable, flexible, cost-effective and future-proof systems.

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 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 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 more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

About IMS Research

IMS Research (www.imsresearch.com) was founded in 1989 and is now one of the leading suppliers of detailed, quality market research to the global electronics industry.

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