



AXIS, ADI TEAM UP

[Johannesburg, 8 September 2006] - Axis Communications Africa Region has appointed ADI International (South Africa) as a distributor. Axis is the acknowledged global market leader in IP video, and ADI is a leading security and low voltage distribution business with a broad range of products in the security, monitoring, fire, building management and related products market.

Roy Alves, Country Manager for Axis Africa, said: "ADI have a strong presence in the monitoring and surveillance market and we are very pleased to welcome them as an Axis partner. We are confident that ADI will help grow Axis's presence in the South African market."

"ADI aims to partner with leaders in every field," said Ernest Mallett, Product Marketing Manager Video and Access Control.

"Axis has the largest range of IP cameras and IP encoders in the market, their products are well priced, can be used in small and large systems, and their range complements our existing products very well."

ADI has seen security and IP video in particular grow every year, with prices coming down, technology advancing and more intelligence going into the cameras.

Mallett adds: "Our IP sales have more than doubled in the past five months, and we expect this growth to continue as we introduce the Axis range to our traditional DVR (digital video recorder) market sector."

ADI is particularly strong in blue chip financial services, mining, medium to large commercial buildings, and logistics and distribution hubs. Hotels and shopping centres and even smaller residential estates are also starting to adopt the technology.

Mallett says: "Several government organisations have installed IP video, and we see exciting potential in 2010 projects like the Gautrain and the new football stadiums."

On the relationship with Axis, Mallett comments: "Now that Axis is directly represented as Axis Africa we have found that we are able to reach a larger market sector. Our service levels and stock holding have increased significantly. We have a dedicated technical and sales support person from Axis Africa who provides us with high levels of service, and our customers appreciate the fact that they can contact Axis SA at any time for sales or technical support."

For further information, visit www.axisafrica.com or contact us at (011) 548-6780 or roy@axisafrica.com.

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 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 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the Nordic List, Mid Cap and Information Technology exchanges. For more information about Axis, please visit our website at www.axis.com.

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