



AXIS, AXIZ SEE EYE TO EYE

[Johannesburg, 6 September 2006] - Axis Communications Africa region and Axiz Distribution jointly announced that Axiz will distribute the Axis Communication product range.

Ian Rayner, Category Manager - Client Computing at Axiz, says video surveillance is expected to strongly complement Axiz's existing product offerings.

"There is market convergence as surveillance resellers are being forced to become more IT savvy, and traditional computer hardware and networking resellers are becoming more product and installation savvy. As a computer infrastructure distributor, we believe this will enable many of our resellers to participate in this emerging converged market. Axis's products, company ethos and global market positioning fit very well with the Axiz product portfolio."

Roy Alves, Country Manager for Axis Communications Africa region, concurs: "IP video is moving into new markets and increasingly overlapping with IT systems. Axiz's position as a leading hardware distributor will bring Axis products to a wider share of the IT reseller market. We are very pleased to be working with a partner as professional and enthusiastic as Axiz."

IP video is showing strong growth as companies with established IT infrastructure are seeing the ease of installation and adaptability of the technology. Dispensing with proprietary hardware and wiring not only brings system costs down but also makes system management simpler, with common platforms and cabling infrastructure for both the monitoring systems and general IT.

Rayner sees even further growth in the IP video market as business and home users increasingly see the potential and the emphasis shifts from security to general remote monitoring. "Weather, queues, parking, schoolrooms, traffic, construction, building management... there are more and more applications being thought of. The technology and hardware platforms have created a rich field for application development. Growth will be driven by simplicity, affordability and flexibility, and most importantly by information reaching the different markets on how they can increase productivity and gain peace of mind through the new applications emerging."

"Axis is an exceptionally organised and professional company," continues Rayner. "Their product knowledge and service ethic is outstanding. Axiz looks forward to developing our relationship with Axis Communication."

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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