



## PRESS RELEASE

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### **AXIS 212 PTZ WINS 'BEST CCTV PRODUCT 2006'**

**Axis Communications, the global market leader in network video<sup>1</sup>, has announced that the AXIS 212 PTZ Network Camera achieved first place in the 'CCTV products' category at the recent GIT Security Awards.**

The GIT Security Awards, organised by publisher GIT Verlag, were introduced last year to reward product innovation in security. More than 100 products were entered in four categories including safety, IT security, CCTV and access control. A panel of judges consisting of members from key trade associations: VDMA, ZVEI and BHE as well as the editors of GIT Security + Management and MessTec & Automation nominated finalists and compiled product shortlists in each category. Readers from GIT Security + Management and MessTec & Automation were then asked to vote for a winning product and awarded the AXIS 212 PTZ Network Camera first place in 'CCTV Products'.

On the AXIS 212 PTZ winning the Award, Steffen Ebert of GIT Security + Management said: "The AXIS 212 PTZ Network Camera established itself early on amongst the judging panel and then followed through by winning the Award from the readerships of GIT Security + Management and MessTec & Automation magazines."

The revolutionary AXIS 212 PTZ is a digital pan/tilt/zoom (PTZ) network camera that provides instant, one-click PTZ functionality and automatic patrolling without using moving parts which suffer from wear and tear. The compact and discreet design of the AXIS 212 PTZ makes it ideal for monitoring areas up to 150 square metres, such as shops and reception areas.

Roy Alves, Country Manager for Axis Communications South Africa, Country manager, Axis Communications commented:

"The AXIS 212 PTZ Network Camera has really captured the imagination of the security market, and we are pleased to say it keeps on winning awards – this GIT Security Award follows on from winning the Detektor International Award for Best Product last year. The 212 is also short-listed for the Professional Security Installer Awards 2007 in the Product Innovation category. It is great to see that our drive for new product innovation is appreciated by security professionals around the world. "

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#### **Notes to editors**

<sup>1</sup> Axis Communications is the global market leader of the network video market. The world market for network cameras alone will be worth more than \$1 Billion by 2010. The network

camera market is set to have a CAGR of close to 38 per cent per year over the next five years to reach a value of \$1.3 billion by 2010, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2006 Edition' published in October 2006.

**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](http://www.axis.com).

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