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Axis gains market share in EMEA according to new IMS report

Axis Communications, the global leader in the network video market, announces that IMS Research estimates the company's market share for network cameras at 46%* within the Europe, Middle East & Africa region.

In the same report**, IMS ranks all vendors providing video surveillance equipment, including digital and analog security equipment such as cameras, recording solutions and video servers/encoders.

"Axis has consistently gained market share in recent years moving from 7th in EMEA in last year's study to be positioned 4th in 2006. Axis' strong position in the market demonstrates the importance of network video in today's market", says Simon Harris, IMS Research.

In the security cameras category including all cameras (analogue and network based), IMS ranked Axis as number 3 within EMEA, the same rank as in the previous report, but with an increased market share up to 8.3% from 5.8%. The combined worldwide market for network cameras is forecasted by IMS to continue to grow at an annual rate of 40 percent.

"We are pleased to note that the IMS report confirms the positive trend of strong growth in the EMEA region, which is in line with our own expectations," says Roy Alves, country manager of Axis Communications in South Africa.

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.

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* EMEA market share for network cameras within the 2006 edition was at 42%.

** The world market for CCTV & Video Surveillance Equipment, 2007 edition.

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 Sweden-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 OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com.

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