



AXIS COMMUNICATIONS ESTABLISHES A SALES OFFICE IN JOHANNESBURG IN SOUTH AFRICA

[Johannesburg, 23 May 2006] - Axis is set to become established in South Africa by taking over the personnel and offices from the company's former distributor, SCS Distribution, during May. SCS Distribution is a well-established player on the South African market, with years of knowledge about Axis' products and solutions. The office in Johannesburg will be staffed by six persons, with a focus on sales and working in accordance with the Axis sales model.

The Axis EMEA (Europe, Middle East & Africa) region has been successfully offering network video solutions in Africa for many years, with particular focus on the northern regions of the continent. The opening of the office in Johannesburg now strengthens Axis' presence on the entire African continent.

"The global growth for network video is estimated at 40% in the years ahead. Establishment of the office in South Africa is a natural development to meet the increasing interest in network video solutions in southern Africa," says Ray Mauritsson, President of Axis Communications.

Roy Alves, formerly of SCS Distribution and now country manager of Axis South Africa adds: "During many years we have built up a wealth of understanding of solutions that Axis' network video products offer. The establishment of the new office is a natural step in the progression of building a quality offering in South Africa, and I expect that we now can exploit the market potential of the African continent in an even better and more successful way."

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.

For further information about Axis Communications in South Africa, please contact:
Roy Alves, Country Manager, Axis Communications Africa

Tel: +27 11 548 6780. Email: roya@axis.com

For all media enquiries, please contact:

Richard Fearon, Cameo Corporate Communications

Tel: +27 83 377 8881. Email: richard@cameogroup.co.za