

Johannesburg , September 11 , 2008

Axis appoints Sentronics as distribution partner

Axis Communications, the global leader in the network video market, announces the appointment of Sentronics as one of its distribution partners in South Africa. Sentronics will join Axiz and ADI International to make up Axis' distribution chain in South Africa.

The local video surveillance market is growing tremendously and IP Surveillance is a big part of this growth. This has given rise to the need for more distribution channels to effectively cater for the bigger market.

Says Roy Alves, country manager of Axis Communications: "The decision to work with Sentronics was based on their vast knowledge and experience in the video surveillance space. Both companies are committed to growing the IP Surveillance market, which makes the relationship the perfect match that it is."

Sentronics has an extensive customer base and a proven track record in the video surveillance market. As a distributor, Sentronics works with a number of other vendors whose products complement the core IP Surveillance environment provided by Axis. This means system integrators and ultimately end-users will now have a single outlet to purchase their entire desired IP Surveillance suite.

"We are delighted at the prospect of working with Axis as their distribution partner in South Africa," says Bernard Senekal, managing director of Sentronics. "Sentronics has always aligned itself with leading vendors and the partnership with Axis affords us the opportunity to extend this value."

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Notes to editors

Axis Communications is the global market leader in the network video market with a market share of network cameras of 32%. The world market for network cameras alone will be worth more than \$1 Billion by 2009. The network camera market is set to have a CAGR of more than 40 per cent per year over the next three years to reach a value of \$1.5 billion by 2010, according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2007 Edition' published in December 2007.

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 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 Swedish-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on OMX Nordic Exchange under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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