



AXIS LOOKS AT SOHO SURVEILLANCE

[Johannesburg, 24 August 2006] - Axis Communications is eyeing the SOHO surveillance market in a project in Latin America to provide home and office monitoring from anywhere in the world via the Internet.

The Latin America project is being run through Internet service provider TELMEX as part of its Prodigy Cam service for broadband customers, and has already sold more than \$400 000 worth of network cameras throughout Mexico. The service includes the remote recording and storage of video, event and motion-based notifications via e-mail and cellular telephones.

Roy Alves, Country Manager for Axis Communications Africa Region, says the evolution of surveillance cameras to open standard, IP-based video, opens up many possibilities.

He explains: "Unlike Web cameras, Axis network cameras connect directly to a network and contain built-in Web servers and operating systems that enable the transmission of real-time images over the Internet. They are compatible with both wired and wireless networks."

TELMEX designed its Prodigy Cam system specifically for small businesses and home users needing an easy way to supervise their properties.

"TELMEX chose the AXIS 206 and AXIS 207W network cameras because of their affordable price points, functionality and compact designs," says Javier Vázquez del Mercado, commercial sub director for TELMEX. "The Axis network cameras are also based on open technology, so they were easy to integrate with our monitoring system - an important consideration when selecting a camera partner."

Alves adds: "As network cameras develop, they are opening up new opportunities such as the Prodigy Cam service. TELMEX recognised this trend and is meeting customer demand through the service and the sale of Axis network video products. We are bound to see more such applications worldwide, and there are definitely opportunities for similar services in South Africa."

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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