

Bangalore, June 17, 2009

Axis Communications announces strategy for Indian surveillance market

Plans to expand partner programs and product portfolio to address high growth segments

Axis Communications, the global leader in network video driving the shift to digital video surveillance, today announced its business strategy to tap the huge potential in India. Axis will strengthen its domestic presence through its various partner programs aiming to reach tier-1 and tier-2 cities through its network of resellers. In addition to Anixter, the company has appointed Ingram Micro as a distributor. Axis also plans to expand its portfolio of network video cameras and related solutions to address retail, infrastructure and transportation sectors which it has identified as high growth segments.

“The world is seeing a shift from analog to digital video surveillance and Axis is well poised to ride this wave with its leadership in IP-based network video combined with well-established channel partnership programs. Asia is driving growth in digital surveillance, as countries like India experience tremendous growth. We expect India to be a key contributor and are committed to our presence here,” said Oh Tee Lee, Regional Director, South Asia Pacific, Axis Communications.

The company has introduced its global partnership programs in India such as the Channel Partner Program for resellers, Application Development Program to assist software developers drive integration of Axis products into end-user solutions and Architecture & Engineering Program to support network architects, engineers and consultants who design and specify IP-based security systems.

Axis is also investing significantly in partner development through Axis Communications Academy, a training program that includes a range of introductory, advanced and specialised courses on the company’s latest products and technologies. Over the last six months, Axis has conducted 6 forums to train 60 channel partners across Bangalore, Mumbai and Delhi and plans to extend this program to other cities.

Prakash Prabhu, Country Manager, India, Axis, who leads the company’s operations in the country added, “Our country is seeing rapid transformation in infrastructure, retail and transportation presenting great opportunities for Axis’ network video business and we are looking to forge stronger partnerships to tap this market. India’s inherent strengths in information technology in particular, should help us drive new applications for digital video surveillance and our partner programs will be critical in enabling deeper relationships.”

Axis Communications set up its first India sales office in Bangalore in 2007. Prior to this, the company was present in India earlier through its distributor Anixter. Some of its strategic global

partners G4S, Honeywell, Siemens and Tyco are present in India.

Axis' products are installed across several sectors – transportation, utilities, banking, education, retail, healthcare and manufacturing across the globe. Some of its international customers include the Departments of Transport at Washington, Virginia and Minnesota, in the USA, the Metros at Bangkok, Russia and Seoul, international airports in Sydney and Mauritius, Hugo Boss and Target in the retail sector in the USA.

Contact persons for press inquiries:

Devyani Haldipur / Subhashini Pattabhiraman

Text 100 India

Phone: + 91 80 2554 8808 - 11

E-mail: devyanih@text100.co.in / subha_shinip@text100.co.in

Sharon Chong, Axis Communications

Phone: +65 6331 9119

E-mail: sharon.chong@axis.com

About Axis Communications

Axis is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance for professional installations. The company has been a leader since it launched the world's first network camera for connection to an IP network in 1996. 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.