

*Kuala Lumpur, July 2, 2009*

## **Axis Communications Strengthens Presence in Malaysia**

**Axis Communications, global market leader in network video, today announced that the company is strengthening its presence in Malaysia due to the development potential of the market and growing local interest in network video solutions. The first to launch network cameras, Swedish-based Axis has come a long way in its 25 years of history and today holds the No.1 position in the network video cameras market with 33.5 per cent global market share, according to IMS Research.**

Bodil Sonesson Gallon, Vice President, Sales of Axis Communications AB, said during the Axis Press Forum, "Today the market throughout the region is seeing tremendous growth. Many companies and institutions see the great benefits of shifting from analog to IP-based digital surveillance solutions, and Axis is committed to drive the shift from analog to IP in this emerging sector that IMS forecast will continue to grow over the next few years."

She continued, "We've built on our strong heritage of excellence in network video solutions to become the global market leader in IP-based network video surveillance. Our unrivalled experience in network video has resulted in powerful networking functionality and advanced features that include motion detection, tampering alarm, power over Ethernet, megapixel, audio, active tampering alarm and video analytics."

A leading expert in network video, Axis develops innovative products, and offers the market's broadest network cameras portfolio. Axis' range of products includes network cameras, video encoders, video management software, and a full range of audio and video accessories.

Axis unveiled its new generation of high performing, flexible and scalable network video solutions in April this year, which comes with H.264 video compression. The highly efficient H.264 compression format greatly optimizes bandwidth and storage use without compromising image quality. Motion JPEG is also supported for increased flexibility.

Starting out as a two-man company in 1984, Axis is now selling in more than 70 countries and has more than one million network cameras installed worldwide. Axis has continually worked with partner networks as part of its business model, having established loyalty with system integrators and resellers worldwide through its extensive experience and more than 20 sales offices. Currently Axis has a network of more than 24,000 partners worldwide, with 2,397 in Asia.

The Malaysian market is driven in part by increasing public and private security awareness, as well as technologies shift from analog to digital video surveillance technology. This is due to the advantages of digital video surveillance over analog such as superior image quality, simple

installation and integration, enhanced security, scalable and flexible solutions and contributions towards a lower total cost of ownership. This open system enables a more productive and cost-effective means to surveillance than was ever possible.

“We are seeing an increase in digital surveillance with tremendous growth and Axis is well-poised to ride this wave with its IP-based network video solutions offerings combined with a well-established Axis channel partner program. IMS Research pegs the market for CCTV and video surveillance equipment in Asia worth US\$2342.8 million in 2006, and is forecasted to grow at a compound annual growth rate (CAGR) of 12.0% to US\$4122.8 million in 2011,” said Oh Tee Lee, Regional Director, South Asia Pacific.

“As network connectivity becomes prevalent, one can no longer ignore the clear benefits of digital surveillance, especially in sectors like infrastructure, transportation and retail, where security is a key concern, which are booming.

“In Malaysia, the government has pledged nationwide high speed broadband network connectivity across the span of 10 years. The imperative to move digital network video surveillance and monitoring to deliver substantial improvements in unequivocal, and Axis is well-positioned to continue its lead in the market with its professional and intelligent network video solutions,” Lee said.

Axis’ end users range from large multinational corporations to small-to-midsize enterprises, which use the easy-to-install Axis’ products and systems solutions in their installations to optimize their business processes. Axis prioritizes six primary end-user segments for products sold under Axis’ own brands. The segments cover education, banking & finance, retail, transportation, government and industrial.

In Asia Pacific, Axis’ has customers in all vertical segments which includes Sydney Airport, Swinburne University Australia, Hyundai Motor, Hatyai Municipal Office & Bangkok Metropolitan Administration in Thailand and LG Chemical.

#### **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 more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)*

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