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Axis strengthens its leading market position

Axis Communications strengthens its market leader position in network video and takes the number one position in the category of surveillance cameras. This is confirmed in the latest IMS Research report.

“The report confirms our own estimates of gained market shares last year, where we presented a growth of 33 percent,” says Ray Mauritsson, President & CEO, Axis Communications. “We further strengthened our position by continuing our strategy, which is based on the three cornerstones; launch of innovative network video products, a well-developed partner network and global expansion.”

Axis continues to be ranked number one and is the recognized market leader in the category of network cameras. Even in the surveillance cameras category, including analog as well as network cameras, Axis has taken a global number one position, compared to number three in the previous IMS report.

“In line with our own predictions, IMS Research forecasts strong, long term growth for network video products with an average yearly growth of 25 percent in the coming years,” says Ray Mauritsson.

According to IMS Research, by 2016 network camera sales are forecast to account for approx. 60% of total worldwide surveillance camera sales, compared to approx. 40 percent in 2011.

Note to the editors:

The 2012 edition of the annual IMS Research report “The World Market for CCTV & Video Surveillance Equipment” is based on reported data for 2011 and contains comprehensive information on all vendors providing analog and digital video surveillance equipment such as cameras, recording solutions and video encoders.

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About Axis Communications

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis’ products and solutions are based on an innovative, open technology platform.

Axis has more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com