

London, October 15, 2010

Axis to exhibit with key partners Anixter and CommScope at IP Expo

Axis Communications, the global leader in the network video market¹ will be exhibiting for the first time at this year's IP Expo alongside key distribution partner, Anixter and technology partner, CommScope, on stand 510. The event is being held at London's Earls Court 2 on 20-21st October.

IP Expo showcases all the latest products from the UK's leading IT infrastructure and networking companies and is where Axis will demonstrate its HDTV AXIS P5534-E Dome Network Camera which is now available in the UK for the first time.

Phil Doyle, regional director, Northern Europe, Axis Communications said: "The IT market is important to Axis as IP surveillance is increasingly becoming part of the network manager's remit. Exhibiting alongside our partners Anixter and CommScope, we hope to be able to dispel some of the myths associated with network video by demonstrating how it is a cost-effective, future proof and bandwidth friendly alternative to traditional analogue CCTV solutions."

Axis' partners will also be exhibiting their products and services at this year's show. Both Anixter, a global supplier of communications and security products, electrical and electronic wire and cable, fasteners and other small components, and CommScope, a provider of connectivity solutions for communications networks, are regulars at the show.

Steven Anson, Vice President - Marketing EMEA – Enterprise Cabling Solutions & Security Solutions, at Anixter said: "The surveillance market is rapidly moving towards the network, and as a partner of Axis, we are keen to support this shift in the market. IP Expo gives us the perfect opportunity to advise visitors on the benefits of running an IP surveillance system over a well-planned, high performance IP infrastructure."

Craig Doyle, Senior Solutions Market Manager - EMEA, CommScope Enterprise Solutions, said: "Network video and IP surveillance are key drivers for high performance low latency networks. As a provider of future proofed performance and intelligence-led communications infrastructure solutions, CommScope is delighted to be exhibiting alongside partners Axis and Anixter. Together we hope to show the real world application of the technology that is enabling this transition to converged voice, data, video and security networks."

Hitchin based, Axis Communications offers a wide range of network video solutions and counts Knowsley Community College, Stafford General Hospital, the Royal Academy of Arts and the University of East Anglia among its client base.

For more information about Axis' range of network video cameras and applications, please visit www.axis.com. Follow us on Twitter at <http://twitter.com/AxisIPVideo>.

Notes to editors

1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, 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 2008 Edition' published in November 2008.

About Axis Communications

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 Sweden-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 Nordic, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com

For further information about Axis Communications, please contact:

*Alexandra Turner, Marketing UK & Ireland, Axis Communications
Phone: +44 (0) 1462 427910 x204, E-mail: alexandra.turner@axis.com*

For all media enquiries, please contact:

*Fiona Whyatt, PR consultant, Insight Marketing & Communications
Phone: + (0) 1625 500800, E-mail: axis@insightmkt.com*