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## Research Report: Axis Communications Now Number One Global Surveillance Camera Provider Even When Including Analog

**IMS Research indicates that the all-IP company has strengthen leading market position; Network camera sales forecasted to account for 60% worldwide by 2016**

**CHELMSFORD, Mass. – May 15, 2012** – Axis Communications, the world leader in network video surveillance, today announces that it has overtaken the number one global manufacturer position for all surveillance cameras – including IP-based and analog providers – according to the latest IMS Research report<sup>1</sup>.

Since inventing the world's first IP-based camera in 1996, Axis has been ranked number one as the recognized market leader in the category of *network cameras* – however, in last year's report citing 2010, Axis was ranked third for surveillance camera manufacturers when including providers of both analog and digital cameras. The most recent IMS report indicates that Axis is now the leading provider in the *overall surveillance cameras category*, even though the company only sells IP-based video products.

“The video surveillance industry – despite the impression often painted on TV and in the movies – is one of the last holdouts to fully embrace the digital age,” said Fredrik Nilsson, general manager, North America, Axis Communications. “But the fact that an all-IP provider is now the number one manufacturer of all surveillance cameras worldwide is a sure fire sign that the analog to digital shift in video surveillance is upon us. The numbers for the North American market are even more promising.”

“The report confirms our own estimates of gained market shares last year, where we presented a growth of 33 percent,” said 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.”

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

“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,” continued Mauritsson.

1 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.

***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](http://www.axis.com).*

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