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Axis Remains the World Leader in Network and Security Cameras and now also Number One in Video Encoders

IHS: IP camera sales to account for 50 percent of global camera sales by 2014

CHELMSFORD, Mass. – June 19, 2013 – Axis Communications, the world leader in network video surveillance, retains its global market-leading position in network cameras and security cameras categories, and has also taken first place in video encoders. This is shown in a new report from information and analytics firm IHS.

“We have further strengthened our position due to our long-term strategy of continuous releases of innovative network video products and the fact that we offer high-quality security solutions in a global market in conjunction with our loyal partners,” says Ray Mauritsson, President of Axis Communications. “IHS estimates continued high market growth, however, slightly lower than previously, over the next five years. IHS also indicates the market today is more fragmented, with many vendors offering network video products for security solutions.”

Axis is still ranked number one and is the global market leader in the network cameras as well as security cameras categories. The security cameras category includes both analog cameras and network cameras.

In 2012, Axis further strengthened its market position by taking first place in the video encoders category. A video encoder is a product that connects to an analog camera and digitizes the video signal to make it possible to use the advantages of a network solution.

According to IHS, network cameras will account for more than 50 percent of global surveillance camera sales by 2014. This can be compared to network cameras’ share of global sales in 2012, which amounted to approximately 40 percent, according to IHS Research.

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 1,400 dedicated employees in 41 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.

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