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Axis Wins Two Separate Product Awards for Its Thermal and PTZ Network Cameras

AXIS Q1910-E Thermal Network Camera Wins ESX Maximum Impact Award; AXIS Q6034 PTZ Dome Network Camera Wins Network Products Guide Reader Trust Award

CHELMSFORD, Mass. – June 29, 2010 – Axis Communications, the global leader in the network video market, today announced that two of its network cameras have won separate prestigious product awards in the past month, the first for the ESX Maximum Impact Award and a second for the Network Product Guide Reader Trust Award.

These wins bring Axis' 2010 North American product award total to three by the midway point of the year, including the GovSec Award in the IP Video Category for AXIS M3114-R Network Camera earned in March.

ESX Maximum Impact Award

On June 16th in Pittsburg, Pa., Axis was awarded the ESX (Electronic Security Expo) Maximum Impact Award in the Video Camera category for its AXIS Q1910-E Thermal Network Camera.

The ESX Maximum Impact Awards program is the first and only awards program designed to critically examine the business impact of a product or service as the foremost criterion for praise. The awards recognize both new and recently introduced products in a wide variety of electronic security product and service categories.

AXIS Q1910-E Thermal Network Camera won because it is a perfect complement to any network video system required to secure an area 24 hours a day, seven days a week. AXIS Q19 Series is the industry's first line of true thermal network cameras for professional surveillance – combining all the benefits of IP surveillance with thermal imaging – allowing users to detect people and objects in complete darkness and difficult conditions such as smoke, haze and dust.

Network Products Guide Reader Trust Award

In addition, Network Products Guide, the industry's leading information technology research and advisory guide, has named AXIS Q6034 PTZ Dome Network Camera a winner of the 2010 Best Products and Services Award: Best in Physical Security.

This annual award honors products and services that represent the rapidly changing needs and interests of the end-users of technology worldwide. As part of the tech-industry's leading global awards program, this year's Best Products and Services were nominated from all over the world.

AXIS Q6034 PTZ Dome Network Camera offers HDTV video, 18x optical zoom, and high-speed pan/tilt performance for exceptional coverage of large areas and great detail when

zooming in. Designed with an IP52-rating for easy and reliable indoor installation, AXIS Q6034 is ideal for use in airports, train stations, casinos, stadiums and shopping malls.

“These awards go to the best technology products every year and we are honored that our AXIS Q6034 and Q1910-E Network Cameras were recognized for their advancements and unique abilities to solve customer problems,” said Fredrik Nilsson, general manager, Axis Communications Inc.

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

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