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Jackie Andersen Joins Axis Communications to Drive Continued Network Video Success for Retailers

Ms. Andersen, Business Development Manager, Retail, Will Lead Team Demos on Loss Prevention and Business Efficiency at NRF-LP

CHELMSFORD, Mass. – June 14, 2010 – Axis Communications, the global leader in the network video market, today announces that Jackie Andersen has joined the North American team as business development manager, retail, where she will work closely with partners and retailers to design surveillance systems that maximize loss prevention and drive business value. Ms. Andersen, who has a 15-year history in retail surveillance, will lead the Axis team as they showcase a strong portfolio of retail products in Booth #1001 at this week's NRF-LP 2010 event.

Retailers have a tremendous opportunity to leverage the unique benefits of network video – such as superior image quality, scalability and lower total cost of ownership – to not only secure merchandise and protect liability, but also improve marketing, merchandising and efficiency. Ms. Andersen's expertise in cross-functional video and LP data mining will be an asset for Axis and its partners as they continue to grow network video in retail and establish IP surveillance technology as an integral part of the retailer business process.

In her 25 years of sales director experience, Ms. Andersen has worked closely with top worldwide retail and hospitality customers to develop point-of-sale payment card industry (POS PCI) and organized retail crime (ORC) initiatives. She currently plays an active role in major retail associations including RILA, NFSSC and NRF, and has held various senior-level retail sales and strategic planning positions at ADT SelectVision, 3VR and Westec Interactive.

“Retailers have a 25-year history of using analog surveillance – but the market is shifting that mindset by proving all the retail-specific benefits that only network video can deliver,” said Fredrik Nilsson, general manager, Axis Communications Inc. “Jackie's experience, track record of success and retailer relationships will be tremendous resources as we work with our partners to the improve safety, security and efficiency of retailers worldwide.”

Ms. Andersen inherited the retail business development position from Patrik Pettersson, who has been selected as Axis' first business development manager for the growing North American Technology Partner Program. Mr. Pettersson will help drive the convergence of network-based solutions by working with those key partners in the Axis ecosystem who deliver the infrastructure required for an IP-surveillance system.

NRF-LP Booth Activity (#1001)

At NRF-LP, Axis and its partners will showcase the high-quality, intelligent and affordable surveillance solutions that help retailers minimize loss and improve merchandising, efficiency

and staff security. Axis will have five demo stations at Booth #1001 where it will showcase its expertise in retail surveillance and demonstrate its broad retail product portfolio, including the recently launch AXIS M32 Network Camera Series.

AXIS M32 Network Cameras are compact and affordable fixed dome cameras specifically designed to deliver the benefits most important to retailers: excellent image quality with support for HDTV, quick and easy installation, discrete design and intelligence.

Axis partners Aimetis and CameraVision will also be in Booth #1001 to showcase intelligent retail video solutions aimed at reducing shrinkage. Aimetis will demo its advanced analytic VMS solution designed to alert retailers to suspicious shopping behaviors such as loitering in high-risk theft areas and removal of multiple high-priced items, as well as perimeter protection with after-hours motion detection and other intelligent burglary prevention features. CameraVision will showcase products and expertise intended to maximize the identification of perpetrators with covert network cameras, eye-level identification solutions and strategic camera placement for useful image content.

Furthermore, Axis products will be featured in several partner booths on the NRF-LP show floor – including ADT, Checkpoint, Direct Source, Vector and Wachter – to illustrate the importance and interoperability of the entire physical surveillance ecosystem.

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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