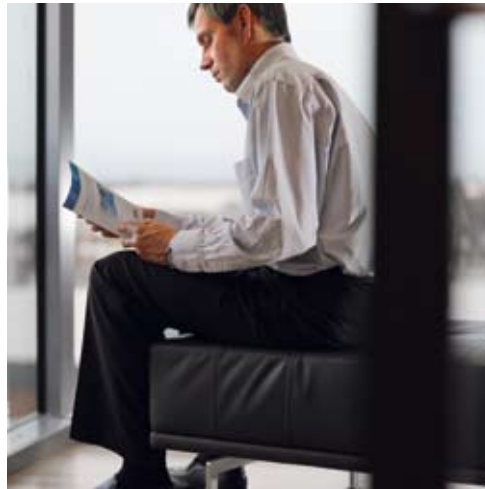




The best in network video

Professional surveillance and monitoring solutions



AXIS[®]
COMMUNICATIONS



>1,000,000

We introduced the world's first network camera in 1996. Our installed base of network video products is already more than a million. And counting.





Axis is recognized as one of the most trustworthy brands within the new IP-based surveillance industry. Research firms such as Frost & Sullivan and J.P. Freeman have identified Axis as the leader in the global network video market, which is expected to reach a value of US\$1.2 billion by 2010*.

**Source: Frost & Sullivan*

Axis was first to bring the benefits of network video technology to professional video surveillance and remote monitoring applications. We are among the top professional video surveillance companies on all markets. And we are the global #1 in network video, 10 years straight. And counting.

Others talk leadership. We lead.

Always a step ahead

Axis has over 20 years of experience in networking technology. We've delivered to the market a seemingly endless succession of truly breakthrough products that set new standards in security surveillance and remote monitoring applications. Our solutions are based on open standards with embedded intelligence, and are scalable to meet present and future needs – which helps keep your costs down.

Dedicated to network video

We're specialists. We focus on professional network video. Axis' dedication includes building strong, knowledge-sharing relationships with security and IT partners worldwide. This includes unique, hands-on support and services covering everything from project design and pre-sales support to installation.

Solid base of experience

Axis has supplied over 4 million network products, including more than a million network video products – the world's largest installed base. Our #1 market position reflects the vast experience we bring to everything we do, every solution we create. It means well-informed product development. And it means that what we deliver is well-proven.

The right connections

Axis has local offices in 18 countries, and strong partnerships in 70 countries, on every continent. We've formed key partnerships with many of the world's leading players (e.g. Anixter, Convergent, EMC, Ingram Micro, Lenel and Honeywell), as well as many regional and local partners. Together, we deliver complete, flexible solutions for many applications and segments.



30

frames per second in VGA resolution, whether in overview or fully zoomed in. Just one of the extraordinary features of the AXIS 212 PTZ Network Camera, introduced in 2006. The camera established a whole new definition of PTZ (pan/tilt/zoom), and does it all with no moving parts!





Breakthrough technology

Axis products are based on our own core technology – AXIS ETRAX and ARTPEC chips. Our unrivalled experience in network video has resulted in powerful networking functionality and advanced features that include motion detection, Power over Ethernet, megapixel, audio, alarm inputs/outputs, and many more.



Cutting-edge products. For every need.

We are the network video leaders, in image quality as well as innovation. Moreover, Axis offers the industry's most complete and consistent portfolio of professional network video products and solutions. Do you need to make the shift from analog to network video? Are you building your first IP-Surveillance system? Axis has the answer.

Network cameras

Axis designs and builds fixed cameras, network dome cameras, PTZ cameras, cameras for day and night, indoors and outdoors. Their innovative level redefines the categories they represent, giving unprecedented benefits for users of video surveillance and remote monitoring systems.

Video servers/encoders

Axis also offers a full range of video servers that help users cost-effectively migrate analog CCTV systems into IP-based video solutions. They integrate easily into existing analog CCTV systems, thereby protecting existing analog investments, while letting users gain all the benefits of network video.

Video management software

We also supply video management software for remote viewing, recording and powerful event management that complements our network cameras and video servers. Axis Application Development Partners (ADP) offer an additional wide range of complete software solutions.

Full range of accessories

We also provide complementary video and network accessories and devices, including a full range of protective housings, IR illuminators, lenses, lens and mounting accessories, joysticks, and more.

Lens quality

Our lenses are subjected to rigorous controls to assure the very highest quality in every respect.

Advanced signal processing

Axis provides embedded systems backed by long-term experience in designing ASICs for high-performance embedded applications. Areas of expertise include networking, open standards, network protocols, and the most popular operating systems.

Image sensor flexibility

Analog cameras utilize CCD sensors, whereas network cameras can use either CCD or CMOS sensors. This gives further flexibility for optimizing network cameras to fit the installation.

No interlace delays

Thanks to progressive scan, network cameras capture the whole image at one time. This prevents the picture from being split into separate fields, so there's virtually no "flickering" effect (as in the case of analog).

Day and night

True day/night functionality with automatically removable infrared cut filter. This enables color video under high and low light conditions, as well as IR-sensitive, black/white video at night.

Designed for quality

Our focus is on delivering dependable products that provide the best fit in the user's environment. On the outside, our products are characterized by a modern, streamlined look that discreetly blends in with the surroundings. Inside, there's Axis' superior image quality and reliable, award-winning performance.

Invisible but vital: AXIS VAPIX™ API

All Axis network cameras and video servers have an HTTP-based application programming interface that provides functionality for requesting images, controlling network camera functions (PTZ, relays etc) and setting/retrieving internal parameter values. AXIS VAPIX facilitates the development of customized applications and ensures that users benefit from the widest range of third-party applications.

Exceptional image detail

Network cameras offer much higher resolution than analog cameras. Our superior image quality is based on advanced signal processing, custom-designed image processing and video networking chips, as well as careful selection and matching of the latest high-end image sensors and lenses.



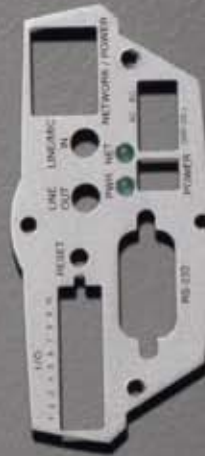
Benchmark chips

The core of the Axis offering is our own IP-based technology platforms. Axis' ETRAX and ARTPEC chips are regarded as industry-benchmarks for network management as well as communications and image compression.



Power over Ethernet

Our RJ-45 connector enables connection to the IP network. Built-in support for Power over Ethernet (IEEE 802.3af) enables the camera to be powered via the network, consolidating power and reducing installation costs by eliminating the need for a power outlet.



Full bandwidth/image quality flexibility

Axis network video products are configurable for several resolutions and different frame rates, ensuring full flexibility in the trade-off between image quality and bandwidth.

Integrated audio

Axis network cameras integrate audio signals into the video stream and enable the use of audio from remote locations.



3,354

The number of graduates (in 2005-2006 alone!) from the AXIS Academy, our comprehensive partner training program, designed to equip every Axis partner with the required level of know-how for meeting specific customer needs all over the world.





Axis' hands-on approach to partnership includes comprehensive training programs at the AXIS Academy. This is to ensure the right expertise to serve end users, ranging from large multinational corporations and public facilities to small and mid-sized enterprises, all of whom use Axis products and solutions to ensure the safety and security of people and property, and to optimize business processes.

Being Axis means being open. Open technology standards and open interface for easy integration and scalability. Open minds and an open company culture for creative, customized, future-proof solutions. And open for partnerships to secure mutual benefit and added value for end users.

Flexible and scalable solutions. Based on open standards.

Easy integration

Our solutions are based on AXIS VAPIX™, our own open, standard-setting API (application programming interface). This makes Axis network video solutions cost-efficient, flexible, scalable, future-proof and easy to integrate with other systems, such as access control and building management systems. Our solutions run on standard Ethernet networking, and support a number of advanced technologies, e.g. Power over Ethernet. Standard IT equipment such as switches, PC servers for video recording and storage, and RAID arrays, are used. Moreover, Axis offers user-friendly installation and management tools that simplify physical installation and upgrades, and make it easy to manage Axis network video products.

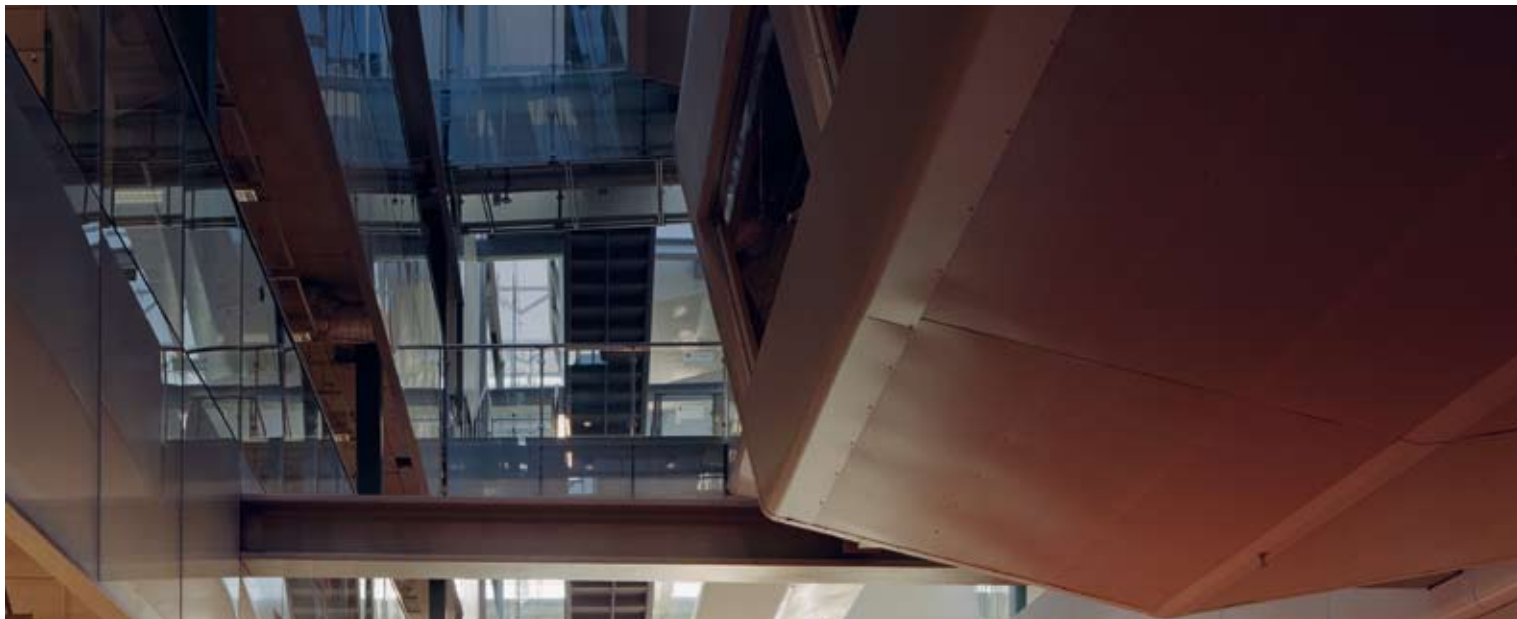
The whole palette

Axis provides a full range of network video solutions for a broad spectrum of industry segments and applications, as well as specific solutions for specific situations. For example, for CCTV users faced with the technology shift from their existing analog systems to network video, Axis

offers solutions for migrating and for expanding seamlessly. We make deployment easy in all types of environments: indoor, outdoor, wired, wireless, and in rough, tough conditions.

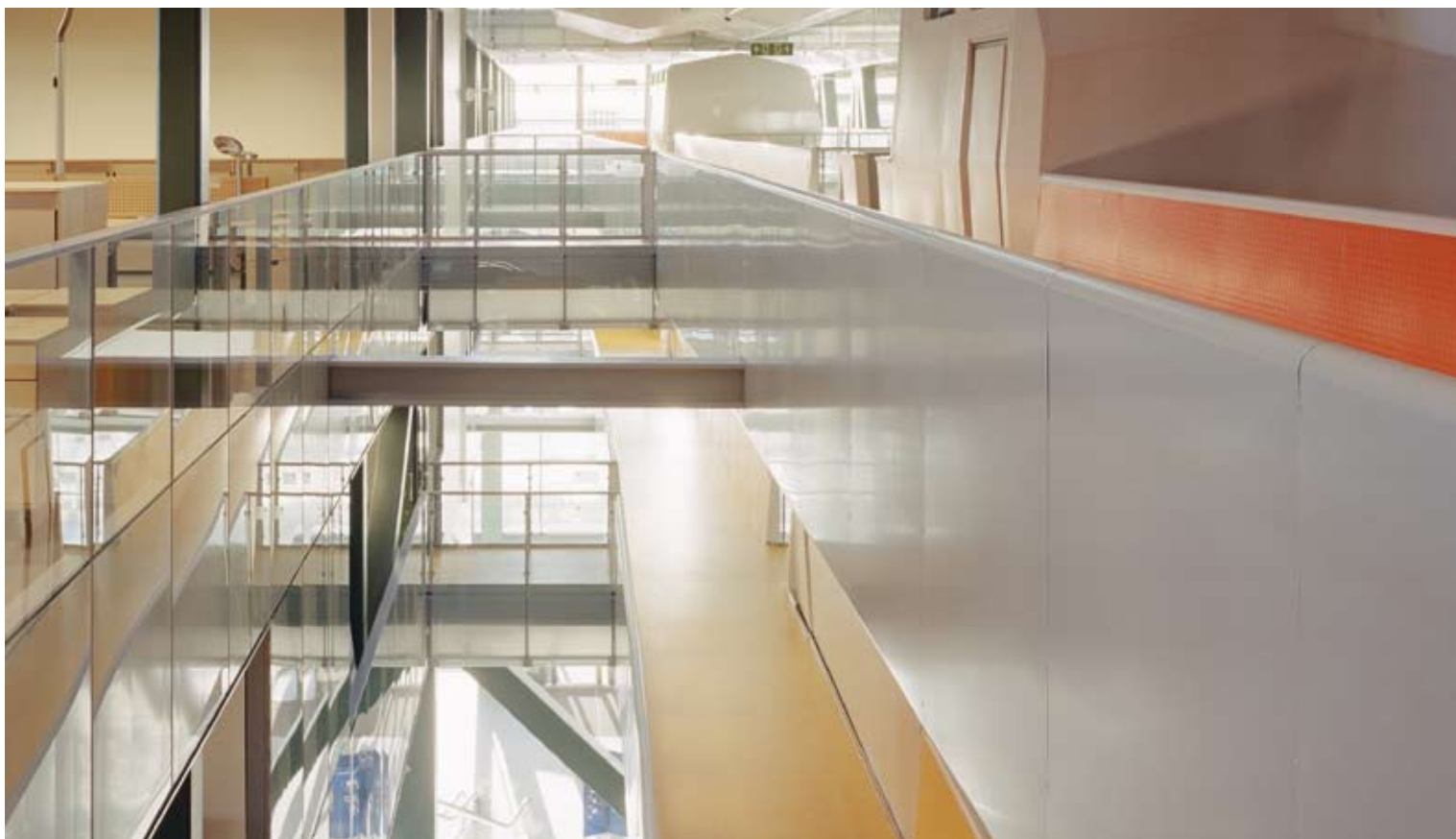
Partnerships for complete solutions

Axis partners with over 10,000 system integrators worldwide to assure the best and most complete video solutions for every purpose, no matter where the end user is located. We also form partnerships with consultants, application developers and others, to secure the quality and availability of the whole spectrum of network video solutions, from customized video management applications to networking infrastructure, system integration and more.



400+

That's the number of Axis Application Development Partners (ADP) offering a wide variety of network video management solutions for security surveillance and remote monitoring needs - from entry-level software to comprehensive applications covering most industrial and commercial segments. Whatever sector you're in, you can count on finding the right solution from Axis - the world leader in network video.



Whether you need an IP-Surveillance solution to secure the safety of people and places, to remotely monitor property and facilities, Axis can meet your needs. Here's a sampling of some typical application possibilities in key sectors.

Retail

Axis network video systems can significantly reduce loss due to theft, improve staff security and optimize store management. They enable remote and local monitoring of stores at any time and from any place, and offer easy integration with POS (point of sale) systems. They also offer a high level of interoperability and give the shortest return on investment. You can, for instance, combine your video surveillance system with customer counting, integrated alarm functionality and monitoring of electronic cash registers. Proven in retail environments all over the world.

Education

From day-care centers to universities, Axis network video systems help deter vandalism and increase the safety of staff and students – with no extra cabling required. The built-in motion detection system generates an alarm and gives security operators accurate, real-time images on which to base decisions. Remote learning is another interesting application, e.g. for students unable to attend lectures in person. Proven in educational institutions from Wales to Wisconsin.

Virtually endless applications.

Transportation

Axis network video can enhance personal safety and overall security at airports and other terminals, highways, train stations, etc. Remote surveillance options enable any authorized security staff to cover everything from check-in areas, platforms and gates, to hangars, parking lots and baggage systems. Traffic information can also be monitored to reduce congestion and improve efficiency.

Government

Axis network video, including wireless city-center surveillance, is one of the most useful tools for fighting crime and protecting citizens, acting both to detect and deter. In emergencies, network cameras within a facility can help police or fire-fighters pinpoint where their assistance is most needed. Network video is also of great value in monitoring all kinds of public buildings, from museums and offices to libraries and prisons, as well as outdoor locations such as public squares.

Industrial

Axis network video is used in a multitude of industrial applications, such as remote monitoring of manufacturing lines, processes, performance enhancement of automated production systems, and security in warehouse and stock control systems. Network video can also be used to set up virtual meetings and get technical support at a distance.

Banking and finance

Use existing CCTV equipment and network infrastructures to create state-of-the-art surveillance systems that can monitor any number of branch offices from a central location, as well as visually verify alarms to security staff. Go all the way into Axis megapixel technology, and benefit from exceptional image detail. Proven in banks and financial institutions all over the world.

About Axis

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 Swedish-based company, operating worldwide with offices in 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the Nordic List, Mid Cap and Information Technology exchanges. For more information about Axis, please visit our website at www.axis.com.

www.axis.com