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## Axis Communications Releases Industrys's First Printing Platform For Bluetooth (TM)

Offering Provides Companies a Fast Track to Enable and Demonstrate Mobile Printing as Part of Their Bluetooth Solutions

In a move to advance the market and development of new mobile printing solutions, Axis Communications today announced the availability to its partners the industry's first printing development platform based on Bluetooth wireless technology. This new offering is designed to enable companies to develop early demonstrations of Bluetooth printing applications and accelerate the inclusion of mobile printing capabilities in their product offerings.

"The Printing Platform is a powerful tool for companies to demonstrate mobile printing today, while providing understanding of future possibilities and user scenarios," said Per Ädelroth, General Manager of the Axis Document Division. "This early real-world experience will also supply valuable feedback from our partners that will be used by Axis in our contribution to the Bluetooth Printing Profile specification development." Axis is an Associate Member of the Bluetooth Special Interest Group (SIG) and was recently appointed to the Printing Profile Working Group, which is responsible for developing specifications to ensure printers enabled with Bluetooth wireless technology will inter-operate with client devices, such as mobile phones, PDA's, cameras and PC's.

The Printing Platform is based on a Wireless Axis Print Server, a compact print server that allows virtually any device that utilize Bluetooth wireless technology to print to virtually any printer. The Wireless Axis Print Server also provides direct connectivity to almost any network, allowing printers to be shared even in multi-protocol environments. Both Axis and Ericsson showed a working prototype of this solution at the IBC Bluetooth 2000 conference in June, the first ever showing of a Bluetooth mobile printing demonstration.

The Printing Platform is intended for companies interested in developing Bluetooth mobile printing solutions and is not currently available to end-users. Depending on customer needs the offering includes a Wireless Print Server combined with a Mobile Phone or a PC-Card enabled by Bluetooth wireless technology. Client software to enable printing from Microsoft Windows-based laptops is also included. The Printing Platform can be purchased directly from Axis Communications beginning October 2000.

The Bluetooth wireless technology is set to revolutionize the personal connectivity market by providing freedom from wired connections. It is a specification for a small-form factor, low-cost radio solution providing links between mobile computers, mobile phones and other portable handheld devices, and connectivity to the Internet. The Bluetooth Special Interest Group (SIG), comprised of leaders in the telecommunications, computing, and network industries, is driving development of the technology and bringing it to market. The Bluetooth SIG includes promoter companies 3Com, Ericsson, IBM, Intel, Lucent, Microsoft, Motorola, Nokia and Toshiba, and 1883 adopter companies.

### About Axis Communications

The Axis Communications Group, with the parent company Axis AB, is a leader in network connectivity and emerging wireless Internet based services. The company is at the forefront of developing network appliance solutions that enable people and organizations to get easy and immediate access to devices and services. Axis is one of the global leaders in several key thin server and network device markets, such as printer, storage and video connectivity, and is doing

pioneering work in the rapidly expanding markets of wireless and mobile communications.

Founded in 1984, Axis employs more than 500 people worldwide, including the 50 percent owned subsidiary, Netch Technologies. The group had a turnover of approximately 695 MSEK in the financial year 1999/2000. Axis is headquartered in Lund, Sweden and has a total of 28 offices throughout North America, Asia and Europe. Axis is a publicly traded company on the OM Stockholm Exchange's O-list.

Information about Axis can be found at <http://www.axis.com>.

*For further information, please contact:*

*Per Zetterquist, Cross Information, Stockholm, Sweden, phone: +46 (0)70 519 04 75,  
e-mail: [per.zetterquist@crosscom.se](mailto:per.zetterquist@crosscom.se)*

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