

November, 24, 2006

Axis to establish sales office to serve the Middle East & North African markets

Axis Communications today announces the opening of a new sales office in Dubai. Axis has been successfully offering network video solutions to the Middle East markets for several years. The opening of the office in Dubai now strengthens Axis' presence in the dynamic Middle East & North Africa region.

"The establishment of a Dubai office is key to meet the increasing interest for our network video solutions in the Middle East. It is a rapidly growing region with a solid potential in network video surveillance," says Ray Mauritsson, President of Axis Communications.

"Today the market throughout the region is seeing tremendous growth. Many companies and institutions see the benefits of shifting from analogue to IP-based digital surveillance solutions. We expect a thriving market for many years to come" says Gilles Ortega, country manager, Middle East & North Africa (MENA).

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About Axis

Axis increases the value of network solutions. The company is an innovative market leader in network video and print servers. Axis' products and solutions are focused on applications such as security surveillance, remote monitoring and document management. The products are based on in-house developed chip technology, which is also sold to third parties. Axis was founded in 1984 and is listed on the Nordic List, Mid Cap, Information Technology. Axis operates globally with offices in 17 countries and in cooperation with distributors and system integrators in 70 countries. Markets outside Sweden account for more than 95% of sales. Information about Axis can be found at www.axis.com.