

November 16, 2000

Axis focuses unique expertise within data storage on complete solutions and a broadened product portfolio

Axis has decided to apply the unique expertise within the Storage Division regarding data storage and advanced servers on new growth areas. The planned investments are an Axis Digital Video Recorder and a Mobile Internet Server. Concurrently, this broadens Axis' product portfolio and results in increased focus on total solutions for the end-customer.

"This is a way of further capitalizing on Axis' leading-edge expertise in digital storage technology," says Peter Ragnarsson, CEO of Axis AB. "This provides us with additional and more customer-oriented solutions."

There are already several examples of how Axis' expertise in digital storage technology has become an increasingly important offering to customers. The Digital Video Recorder becomes a complement to the existing server products in the network camera segment. The product is scheduled to be ready during the second half of 2001. The new solution is important to strengthen Axis' world leading position in the field of network cameras.

Within the Mobile Internet Division the focus on the Mobile Internet Server is strengthened with the Storage Division's competence in Linux-based servers. This investment further ensures successes in the Mobile Internet field.

With regard to the existing storage products, Axis has a long record as a market-leader in the CD/DVD server segment and is now also focusing on the profitable and fast growing market for hard-disk servers, which was recently announced.

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About Axis

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>.