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## Axis enters technology partnerships for broadband, Bluetooth and mobile positioning

Axis Communications presents three technology partnerships in which Axis' technology platform is being sold for use in safety and security services via broadband, in industrial applications based on Bluetooth, and for mobile positioning. The customers are Trygghetsbolaget, Free2move and Translogic Consulting & Service.

Axis is supplying Trygghetsbolaget with electronics and software for the company's intelligent network devices, which register alarms from broadband-connected homes. Trygghetsbolaget's services will be available on the market during the spring. The focus is on apartment owners with a broadband connection and on landlords wanting to offer safer and more attractive apartments for the tenants.

"Axis' integrated ETRAX 100 LX chip is very flexible and supports many types of connections that will allow us to efficiently implement intelligent alarm monitors," says Lars Hansson, president of Trygghetsbolaget.

The Axis ETRAX 100 LX Linux platform will be used by Free2move of Halmstad, Sweden, in designing optimized Bluetooth products for industrial applications.

"The Axis platform enables us to develop competitive new products. The processor is power-efficient and supports compact designs based on a powerful operating system in the form of Linux," says Per-Arne Wiberg, president of Free2move.

Translogic Consulting & Service is developing a complete system for the distribution of advanced logistics information for the global transport industry, primarily in Europe. The company has chosen the Axis technical platform with ETRAX 100 for implementing the mobile portions of its system. Axis has implemented parts of the system in its Linux software, while Axis' subsidiary Netch has developed other central components of the system based on Translogic's specifications. The system components developed by Axis relate to identifying loads and load carriers using transponder systems, positioning via GPS, and e-mail communication over GSM and Ethernet. These components will be produced and delivered by Axis.

"With all the integrated functions in ETRAX 100 and its powerful yet power-efficient processor, ETRAX 100 is the perfect platform for our product," says Stefan Järlhem, managing director at Translogic.

Axis' technology division, established in May of this year, is focused on promoting the Axis development platform with Linux among external customers. The division provides a website for developers at <http://developer.axis.com> where software is available for download free of charge and developers can order a development platform that supports rapid development of prototypes. The technology division also supplies reference platforms for the advanced ETRAX 100 processor and the newly released ETRAX 100 LX.

Customers currently using or evaluating the Axis platform are working with applications in a variety of industries. These range from industrial applications to home networks and include both networked and wireless applications employing Bluetooth, IEEE 802.11b and wireless LAN communications.

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*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>.*

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