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Axis cameras in service at Länsförsäkringar

Axis Communications announces today that its network cameras are part of the Swedish insurance company Länsförsäkringar Älvsborg's alarm service for farming, companies and private homes. Länsförsäkringar will initially offer the alarm service to its policy holders in Älvsborg county.

The alarm service means that customers with the installed service will receive an alarm in the case of an unexpected event such as a burglary or water damage at home when they are not there. The event is verified by video from an Axis network camera. All that is required is an Axis network camera, which is connected to an alarm, and a broadband connection. Swedish Connection, one of Axis' partners, has designed the service for Länsförsäkringar Älvsborg's alarm center.

Länsförsäkringar will initially offer the AXIS 207 STS network camera to its policy holders in Älvsborg for installation in farms, companies or private homes. Having a connected alarm will allow the customers to avoid paying deductibles and to obtain a discount on their insurance premiums.

"It is important for Länsförsäkringar Älvsborg to provide security – peace and quiet – for our customers. We are market leading in our segment and offer insurance solutions of the highest class in combination with qualitative alarm and security services. We view the collaboration with Axis as a natural development in our security mindset, says Sten Lundqvist, CEO of Länsförsäkringar Älvsborg."

"It is exciting for Axis and a natural step in the development of our STS* concept, video surveillance as an internet service, that Länsförsäkringar sees the advantages of providing security assisted by network video technology enabling remote monitoring of a residence or company, says Ray Mauritsson, President of Axis Communications.

*STS, Subscriber Technology Services

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About Axis Communications

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 more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

About Swedish Connection

Since its foundation in 1994, Swedish Connection has specialized as a system integrator within IP technology and telecommunications. Our clients are mainly within the sectors: banking/finance/insurance, public authorities, passenger traffic, processing industry and telecommunications. Swedish Connection is headquartered in Sundsvall and has site offices in Gothenburg and Kramfors.

About Länsförsäkringar Älvsborg

Länsförsäkringar Älvsborg was founded in 1841 and operates as a bank as well as an insurance company. In addition, we offer brokerage services (Länshem Fastighetsförmedling) and have our own alarm center and security company. The company operates in 19 municipalities, which previously constituted Älvsborg county and which now form part of the Västra Götaland region.

Länsförsäkringar Älvsborg is a mutual company, i.e. we are owned by our customers. The policy holders exercise their ownership role by electing representatives to the company's highest decision making body; the council. The council elects the board of directors and passes resolutions regarding the company's operations at the annual general meeting.

Our customers are private individuals, companies and farms. Personal service and local proximity are what matters most, according to the customers. This proximity helps us to familiarize ourselves with your everyday finances and your particular questions. When something happens we offer prompt and flexible settlement of claims and furthermore, we do everything we can to prevent losses.

This information has been reported to the Swedish Financial Supervisory Authority.