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SONY

Axis, Bosch and Sony cooperate to standardize the interface of network video products

May 12, 2008

This new standard will offer increased flexibility to integrators and users of network video equipment

- ▶ First cooperation in the security industry to establish a global open standard for the interface of network video products
- ▶ Interoperability between different vendors' products will simplify installation of network video products regardless of brand
- ▶ Greater freedom for end users when choosing equipment, resulting in more cost-effective and flexible solutions
- ▶ Creation of an open forum for further development of the new standard

Axis Communications, Bosch Security Systems and Sony Corporation announce that they will be cooperating to create an open forum aimed at developing a standard for the interface of network video products. Currently, there is no global standard defining how network video products such as cameras, video encoders and video management systems should communicate with each other. The new standard is expected to comprise interfaces for specifications, such as video streaming, device discovery, intelligence metadata, etc. The framework of the standard, incorporating the key elements of network video product interoperability, will be released in October 2008 at the Security show in Essen, Germany.

The main goal of this new standard is to facilitate the integration of various brands of network video equipment and to help manufacturers, software developers and independent software vendors ensure product interoperability. A unified open standard will also offer end users greater flexibility of choice, enabling them to select products from different vendors in order to develop systems that fully meet their needs. This standardization initiative demonstrates the strong commitment of Axis, Bosch and Sony to supporting the ongoing shift from analog to digital surveillance in the security market.



Axis, Bosch and Sony cooperate in industry standardization

From left to right: Matt Soga, Senior General Manager, B&P Marketing Division, B2B Solutions Business Group, Sony Corporation; Gert van Iperen, Executive Vice President of Bosch Security Systems; Ray Mauritsson, President of Axis Communications

A forum set up by the said three companies will be open for all companies and interest groups who would like to participate in the standardization work. The forum will be established in the fourth quarter of 2008 and will work on further development of the standard and on reaching agreement on how the new technology should be implemented.

“We are very pleased to announce this cooperation between our companies,” says Ray Mauritsson, President of Axis Communications. “An open standard will make it even easier for integrators and end users to benefit from the many possibilities offered by IP-based video surveillance technology.”

“This cooperation represents a great leap forward in establishing an international open forum focusing on network video surveillance,” says Gert van Iperen, Executive Vice President at Bosch. “For manufacturers of network video hardware and software, the forum and its standard will be an efficient way to ensure product interoperability.”

“We entered this discussion based on our common belief that an open standard will provide great benefits for users and everyone involved in the security industry,” says Yoshinori Onoue, SVP, Corporate Executive, Sony Corporation. “Representatives from Axis, Bosch and Sony are now working intensively to develop a framework for the standard and to establish the guidelines for the standardization forum.”

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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 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com.

About Bosch

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 271,000 associates generated sales of 46.3 billion euros in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering."

The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com.

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$70 billion for the fiscal year ended March 31, 2007. Sony Global Web Site: <http://www.sony.net/>