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Technology shift causes strong demand for network video training from Axis

Axis Communications, the global leader within network video, is experiencing increasing interest in its training program – Axis Communications’ Academy. The extended use of network cameras in various applications around the world is one reason for this. However, the main driver is the ongoing technology shift from analog CCTV to IP-based video surveillance systems.

“Network video is growing rapidly and the benefits of the technology have become clear to a wide range of end users. Lower installation costs, higher image quality, remote access and greater flexibility are advantages that give an extra push to the technology shift,” explains Anders Laurin, Executive Vice President Marketing at Axis. “The courses offered by Axis’ Academy enable security and IT professionals to smoothly adopt network video and to learn about the new market possibilities.”

An opportunity to meet and learn

Mikhael Haidar, Vice President at Networx Australia Pty Ltd, participated in a recent Axis’ Academy session. “Axis is the global market leader in Network Video, and we appreciate having access to their invaluable knowledge”, says Mr. Mikhael. “Axis Academy allows us to have direct access to Axis network video expert, and the opportunity to share ideas and technology trends with peers in the industry.”

Great need for knowledge exchange

To support Axis partners and customers globally, Axis’ Academy conducts training at a number of locations in the US, Europe and Asia. Since the start of the Academy in 2005, more than 5000 professionals have been educated in the benefits of network video. “The market for network video products is currently growing with about 40% per year, creating a great need for knowledge exchange,” says Anders Laurin. “This has become very evident in the market response for Axis’ Academy. In 2007 alone, we will educate close to 3000 persons in more than 35 different countries and we expect to see much higher numbers in 2008”, he concludes.

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.

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