

Axis Channel Partner Program Handbook



PROGRAM GUIDELINES AND PROCESSES | CO-MARKETING | LOGO USAGE

Contents

Program Guidelines and Processes

- 1.1 Partnering with Axis Communications
- 1.2 Partner Categories and Levels
- 1.3 Partner Benefits
- 1.4 Partner Pages
 - 1.4.1 Overview
 - 1.4.2 Login Information
 - 1.4.3 Product Information
 - 1.4.4 MSRP Pricing
 - 1.4.5 Project Pricing
 - 1.4.6 Demo Equipment Program
 - 1.4.7 Sales and Marketing Tools
 - 1.4.8 Marketing Support
 - 1.4.9 Technical Support
 - 1.4.10 RMA (Return Material Authorization)
- 1.5 Partner Requirements
- 1.6 Ordering Process

Co-Marketing for Axis Partners

- 2.1 Introduction
- 2.2 Logotype Program for Partners and Trademark Policy
- 2.3 Co-Marketing Possibilities on Axis Marketing Materials
- 2.4 Web Use Policy for Axis Trademarks and Copyrighted Materials
- 2.5 Co-Marketing Possibilities at Events
- 2.6 Contacts and Permission Request
- 2.7 Conclusion

Axis Communications' Academy

- 3.1 Axis Certification Program
- 3.2 Network Video Fundamentals Training
- 3.3 Video Encoder Training
- 3.4 Certification Preparation Training
- 3.5 Web-based Training

Logo Usage Guidelines for Axis Partners

- 4.1 Overview of Axis Partner Logotypes and Trademarks
- 4.2 Using Axis Corporate Logotype and Partner Logotypes
 - 4.2.1 Axis Corporate Logotype
 - 4.2.2 Axis Partner Logotypes
 - 4.2.3 Colours
 - 4.2.4 Proportions and Space
- 4.3 Preferred Logo Usage
- 4.4 Logo Violations

Contact Information

Axis Channel Partner Program Program Guidelines and Processes

1.1 Partnering with Axis Communications

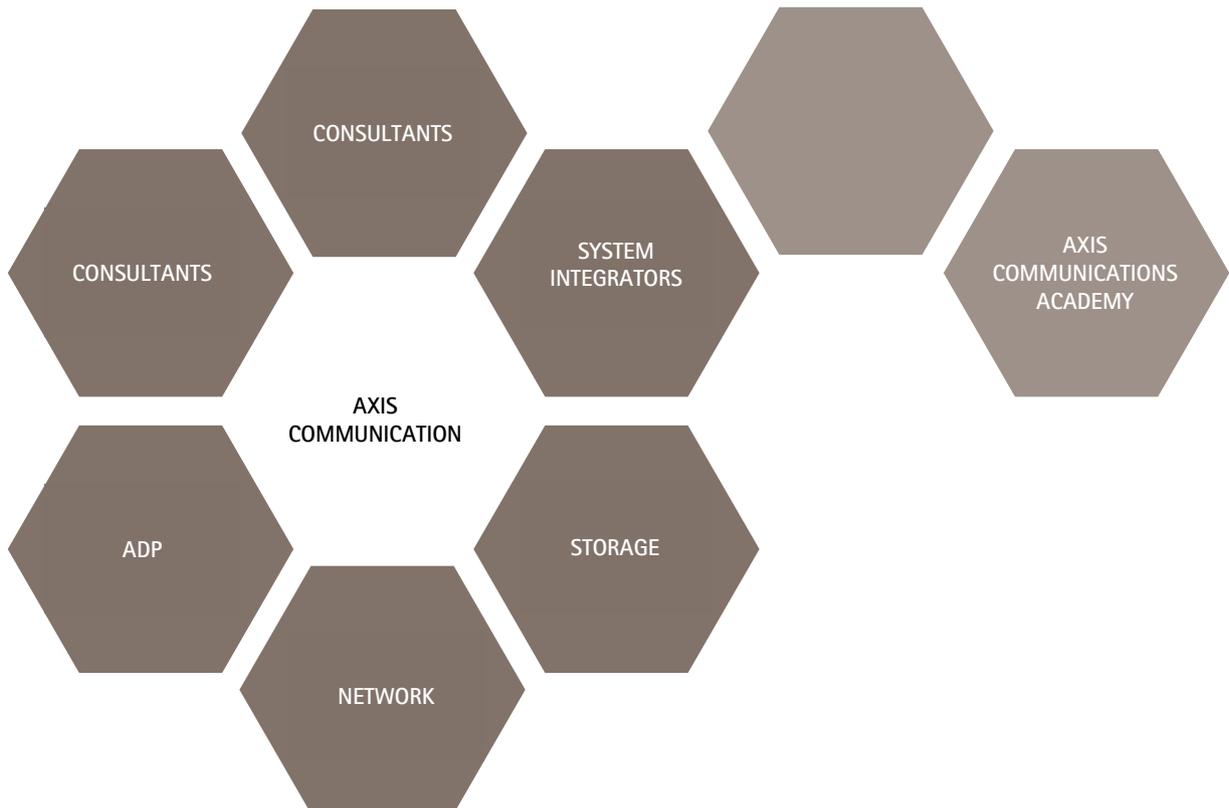
Leading the network video market. Together.

Advanced video surveillance and monitoring systems are playing an ever-more-crucial role in today's world. Add to this equation the fact that systems based on network video have the technology with the fastest growth and the greatest potential. Axis believes that this potential can be multiplied through close, long-term partnerships – with sales channels, application developers, systems integrators and more – to create a true ecosystem of opportunities. As the leading expert in the global network video market, Axis has been working with partners since the start of the company in 1984. We sell exclusively through an indirect distribution model, and the partnership concept is the very cornerstone of our approach.

The eco-system of mutual benefit

Axis is not only used to working with partners. We are also used to working closely with partners, to keep on top of the market and the entire value chain. For our partners it opens doors to new applications, creative new infrastructure solutions and a real boost in sales. This is what creates the eco-system of mutual benefit.

The Axis partner eco-system is designed to make you a winner in a high-growth market. Winning customer mindshare by consistently delivering the best solutions is something that can be achieved together. As an Axis partner, you are part of an eco-system of mutual benefit that lets you capitalize on an entire spectrum of related services such as software and application development, consulting services, project design, installation, and maintenance. The connected business opportunities also include a market for storage and network infrastructure devices, and more. From the end user point of view, the Axis partnership approach means a unified approach – one that delivers the most open and scalable solutions that result from working together towards a common goal: the end user's benefit.



Dedicated to your success

The Channel Partner Program is designed to help channel partners capitalize on Axis' market leadership. As a channel-oriented company, we view our partners as an extension of our team, playing a key role in the go-to-market strategy and the overall success of our company. Lead sharing, early product information and technical/sales training curricula at Axis Communications' Academy are among the many benefits of this program, giving Axis' channel partners a distinct sales advantage.

- > Benefit from direct contact with Axis
- > Take advantage of enhanced margins
- > Capitalize on Axis sales and marketing resources
- > Receive project pricing support
- > Get unlimited, free technical support

With you all the way

Axis has developed guidelines and processes to help participants in the Channel Partner Program to quickly and easily realize the benefits of partnering with Axis. Understanding these guidelines will give you a distinct sales advantage and ensure that your customers experience the best in network video.

1.2 Partner Categories and Levels

Partner categories

The Axis Channel Partner Program is open to any company currently doing or wanting to do business with an Axis distributor, including value-added resellers, system integrators and complete solution providers. Three levels of partnership are designed to recognize and reward our partners' investment in the sale of Axis products.

Authorized Partner



This level is open to any company that is ready and willing to sell our network video products and solutions. At this level, requirements are minimal and Axis offers a number of basic benefits to help get you off to a highly successful start.

Solution Silver Partner



Value-added resellers offering complete solutions, including on-site installation, first-line support and demo equipment, can qualify for the status and additional benefits of this category. Solution Silver Partners have also successfully completed the first level of training at the Academy, and are actively selling significant portions of the Axis product range.

Solution Gold Partner



Solution Gold Partners who qualify for the status and privileges of this category, have completed the second level of training at the Academy and demonstrated exceptional business performance, measured by revenue, support and training goals. Such partners are actively engaged in selling Axis products and have proven their ability to meet the most challenging end user requirements. For request of Channel Partner logos, please log on to Partner Pages and go to 'Files to download' to download the required logo.

Upgrading

Becoming an Authorized Partner is the first step to reaping the benefits of the Axis Channel Partner Program and is a prerequisite for becoming an Axis Solution Silver or Solution Gold Partner. As you progress through the program, the level of benefits that you receive also increases.

Partner categories are evaluated, reviewed and commensurately adjusted on a quarterly basis. To be upgraded, a certain number of criteria should be met.

To become a Solution Silver Partner:

- > Exceed annual sales targets as provided by your local Axis sales representative*
- > Complete first level of Axis Communications' Academy training
- > Offer a complete solution including on-site installation, first-line support and demo equipment
- > Sign an Axis Communications bi-directional NDA (Non Disclosure Agreement)

To become a Solution Gold Partner:

- > Exceed annual sales targets as provided by your local Axis sales representative*
- > Complete the second level of Axis Communications' Academy training
- > Have a clear business commitment to the network video opportunities and develop a joint annual sales and marketing plan with your Axis sales representative

*Annual sales targets may be adjusted based on trends in the network video market.

Please note that upgrading is not automatic and is at Axis' discretion. Your Axis sales representative can provide you with detailed information specific for your region.

Follow-up

Axis reviews the sales performance of its partners and sends a quarterly status update letter notifying each partner of performance measured against rebate goals. Partners who do not meet their quarterly performance objectives will be advised and given an additional opportunity to meet goals in the subsequent quarter before any adjustment in partner level is made.

Program changes

Axis reserves the right to administer the Axis Channel Partner Program at its discretion. Partners agree that they are responsible for the compliance of all their employees with the terms and provisions of the Axis Channel Partner Program.

Please contact your local Axis sales representative if you have questions about the Axis Channel Partner Program or your partner level status.

1.3 Partner Benefits

The Axis Channel Partner Program offers a number of benefits to help you create new business opportunities and give you a distinct sales advantage. One such significant benefit would be enhanced margin opportunities.

Enhanced margin opportunities

Channel partners are granted discounts on Axis products commensurate with partnership level and sales volume.

Eligibility

Rebate information and processes are distributor specific and may vary between distributors as well as regions. Please contact your selected Axis distributor to discuss margin goals, payment and processes specific for you.

Calculation and payment of rebates

As a participant of the Axis Channel Partner Program, you have an opportunity to receive a higher margin on Axis products purchased from your selected Axis distributor.

Axis will actively encourage the distributor to forward such rebate amounts as an upfront margin to their partners. In order to be able to fulfill this, the distributor will receive, on a monthly basis, a credit note from Axis based on verifiable purchases of Axis products that are listed on the monthly point of sales reported to Axis.

In order to ensure that you receive full credit for your Axis purchases, it is important that you provide Axis with valid and correct distributor account id information.

All rebate issues must be resolved directly with your Axis distributor.

The table below summarizes all the benefits depending on your partner level.

PARTNER BENEFITS ¹	Authorized	Solution Silver	Solution Gold
SALES SUPPORT			
Qualified lead generation program	limited	🛡️	🛡️
Enhanced margin opportunity	🛡️	🛡️	🛡️
Demo equipment program	🛡️	🛡️	🛡️
MSRP on Axis Partner Pages	🛡️	🛡️	🛡️
Project pricing	🛡️	🛡️	🛡️
Sales engineering	🛡️	🛡️	🛡️
Sales tools	🛡️	🛡️	🛡️
Dedicated account manager	¹	🛡️	🛡️
MARKETING SUPPORT			
Secure access to Axis Partner Pages	🛡️	🛡️	🛡️
Welcome kit & partner recognition certificate	🛡️	🛡️	🛡️
Listing on Axis "Where to Buy" website	🛡️	potential	potential
Marketing collateral	🛡️	🛡️	🛡️
Monthly partner e-news	🛡️	🛡️	🛡️
Co-marketing opportunities	🛡️	🛡️	🛡️
TECHNICAL SUPPORT			
Post-sales technical support	🛡️	🛡️	🛡️
Prioritized partner support	limited	🛡️	🛡️
Advance replacement product service	🛡️	🛡️	
PRODUCT EDUCATION			
Technical and sales training - Axis Communications' Academy	recommended	required	required
Web-based training	🛡️	🛡️	🛡️

¹ Where available. May vary depending on location, opportunity size and partner level.

Depending on your partner level and location, a dedicated account manager will be assigned to provide extensive support and business assistance when needed. Should additional technical support be required to help successfully close a deal, participants of the Axis Channel Partner Program may also benefit from the technical competence of Axis' sales engineering network. Sales engineering is opportunity specific for large or complex projects at all levels of the program.

1.4 Partner Pages

1.4.1 Overview

Partners who are registered with the Channel Partner Program are given password protected access to a secure partner website that serves as a direct communication portal with Axis.

Customized to meet your needs as an Axis partner, this website is a complete information repository for all available materials, as well as the primary source for many of the tools and benefits exclusively provided to partners. Product information, sales and marketing tools, service solutions and technical support are all easily accessible on the Axis Partner Pages.

The Partner Pages provide the following information and material:

- > Partner news
- > Recommended end user price list*
- > Lead exchange tool
- > Downloadable files
- > Prioritized support (as applicable for your partner level)
- > Serial number tracker
- > Demo unit ordering
- > Demo room (for viewing live images from Axis cameras)
- > Document and image databases
- > Project pricing tool
- > Contact information

*Not applicable in all regions

The screenshot displays the Axis Partner Pages website. At the top left is the Axis Communications logo. A search bar labeled "search partner pages" is in the top right. Below the logo is a "Welcome" message and navigation links: "Change password", "Log out", and "www.axis.com". A "Preferred language" section shows various country flags and language options, including "中文(简体)" and "中文(繁体)".

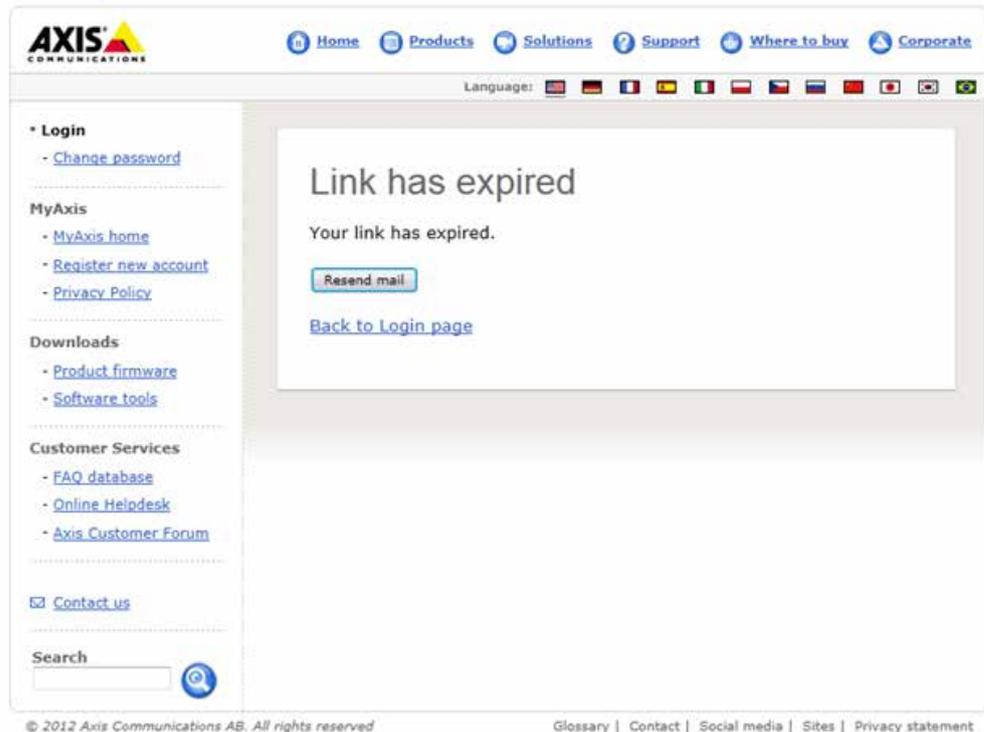
The main content area features a large heading "Welcome to your Axis Partner Pages". Below this heading are several interactive tiles:

- Project pricing:** A bar chart titled "Project" showing the status of projects. The y-axis categories are "Pending", "Finalized", and "Won". The x-axis represents a count from 0 to 8. The "Won" category has the highest value, around 6.
- Feature Article:** A tile with a globe graphic.
- Serial number tracker:** A tile with a barcode graphic.
- Channel support:** A tile with a photo of a man in a red shirt looking at a device.

A sidebar on the left contains a menu with expandable sections: "Products and Technologies", "Industry Segments", "Pricing and demo units", "Technical Services", "Marketing", "Academy", "System Design", "Supply Chain", "InFocus", "My colleagues", "Files to download" (with social media icons), and "Your contact:" (with a "Contact info" link).

1.4.2 Login Information

To access the Partner Pages, a login and password are required. Partner login instructions are provided to you via an automatic-generated email upon successful enrolment into the Channel Partner Program. If this link that is sent with this email has expired, the "Resend email" link on the partner login page may be used to request a new password to be sent via e-mail.



If your password is lost or forgotten, the "forgot your password" link on the partner login page may be used to request a new password to be sent via e-mail.

In the event that you are enrolled in more than one Axis partner program, your login details are valid for all applicable areas. All partner program information is seamlessly integrated into a single Axis Partner Page interface.

For questions on Partner Pages content or assistance with your account, please contact your local Axis representative.

1.4.3 Product Information

Axis network video solutions

> Flexible, scalable solutions

Axis offers a full range of network video solutions for surveillance and remote monitoring applications in a broad spectrum of industry segments. Our cutting-edge portfolio comprises network cameras that redefine the categories they represent, as well as video encoders that enable cost-effective migration to the best in network video technology. Our offering also includes comprehensive video management software solutions and a full range of accessories.

> Best-of-breed, open technology standards

VAPIX® is Axis' own open API (Application Programming Interface). It makes Axis network video solutions future proof and easy to integrate with equipment and software from different manufacturers. With the largest installed base of network video products and actively supported by more than 500 leading players across all continents, Axis truly offers the best in network video.

Partners can go to www.axis.com or login to Partner Pages to search for relevant information by line of product or by specific industry segments. In addition, Partners can login to Partner Pages and search for relevant product documents under the Marketing Communications Toolbox.

The screenshot displays the Axis Communications website's search interface. At the top left is the Axis logo. A search bar in the top right corner is labeled 'search partner pages'. Below the logo, there is a 'Welcome' message and links for 'Change password', 'Log out', and 'www.axis.com'. A 'Preferred language' section shows various country flags and language options, including '中文(简体)' and '中文(繁体)'. On the left side, a navigation menu lists several categories: 'Products and Technologies', 'Industry Segments', 'Pricing and demo units', 'Technical Services', 'Marketing' (with sub-items 'Campaigns and Programs', 'Co-marketing', and 'Marketing Communications Toolbox'), 'Find Documents', 'Find Images', 'Axis Web Content Service', 'Academy', 'System Design', 'Supply Chain', and 'InFocus'. The 'Marketing Communications Toolbox' and 'Find Documents' items are highlighted. The main content area is titled 'Find documents' and contains a search form with the following fields: 'Product/object' (dropdown menu with '-- Choose object --'), 'Language' (dropdown menu with 'All'), 'Context' (dropdown menu with 'All'), 'No. of hits/page' (dropdown menu with '10'), and 'Document type' (dropdown menu with 'All'). There are 'Search' and 'Reset' buttons at the bottom of the form.

1.4.4 MSRP Pricing

Please contact your local distributor or your Axis Account Manager for MSRP Pricing.

1.4.5 Project Pricing

To help successfully close prospective business opportunities, partners at all levels of the program may be entitled to additional pricing assistance for large projects.

Eligibility

Partners who identify larger projects that result in the sale of Axis products could be supported by Axis with special pricing support to help win the project.

Please contact your local distributor or your Axis Account Manager for Project Pricing.

1.4.6 Demo Equipment Program

Axis has an incredibly high close rate for customers who receive a demonstration of our product features and capabilities. This is why we offer all participants of the Channel Partner Program the opportunity to purchase demonstration equipment at significant discount.

Eligibility

Demo units are not intended for resale to end users and you may only purchase one unit of each model. The number of permanent evaluation units are limited in quantity and are usually discounted at 40% off MSRP.

Demo unit products are not refundable/non-returnable. Please contact your local distributor or your Axis Account Manager for assistance.

1.4.7 Sales and Marketing Tools

Partners have access to online tools that assist in the sales cycle. These tools include sales presentations, datasheets, customer success stories, configuration information, technical white papers, FAQs, sales demos, collateral, sales guidelines and various consultancy tools such as Architect and Engineering specifications, CAD files and Microsoft Visio symbols.

Most of the sales and marketing tools can be found in either the document or image databases on the Partner Pages.

1.4.8 Marketing Support

Monthly partner e-news

All partners receive a monthly partner e-news to keep you updated on the latest information from Axis. The newsletter is specifically targeted towards Axis Channel Partners to support your sales initiatives and is published in a number of localized versions.

Newsletter contents include:

- > Corporate news
- > Events
- > Product news
- > Product focus
- > Promotions
- > Success stories
- > Solutions
- > Technical news
- > Topic of the month
- > And more...

Social media

All partners are welcome to follow us on Axis Communications Facebook or YouTube to keep updated on latest product information, events and customer success story.



Promotions and campaigns

Axis promotions and campaigns run several times a year, to help partners boost their business.

Look out for emails and e-news from Axis Communications for promotions and campaigns from your local or regional Axis office. Alternatively, log on to Partner Pages for more information.

Listing on Axis website

To enhance visibility, Solution Silver and Solution Gold Partners may be profiled on the Axis website in the "Where to buy" section. The partner listing usually includes company name, logo, a brief description and a link to the partner website so that customers can easily find and contact you. Axis reserves the right to manage visibility on the Axis website at its discretion.

Marketing material

We provide partners with a variety of material, including marketing collateral, image library, web banners, events material and assistance, and more. Most tools are available in several languages, including English, German, French, Italian, Spanish, Dutch, Brazilian Portuguese, Russian.

Additional languages may also be available on a case-by-case basis.
Materials can be found in either the document or image databases on Partner Pages.

Marketing campaign toolboxes

Axis develops a number of solution, product and educational campaigns aimed at promoting network video benefits, as well as creating demand for Axis network video solutions and products. Each campaign features a complete toolbox available on the Axis Partner Pages, in the form of a "pick and choose" menu. The toolboxes include such tools as print ads, web banner ads, HTML blasts and are created in such a way that the partner's company logotype and contact information can be easily added.

For more information, log on to the Axis Partner Pages or contact your local Axis marketing representative.

The screenshot shows the Axis Communications Partner Pages interface. At the top left is the Axis Communications logo. A search bar in the top right contains the text "search partner pages". Below the logo, a "Welcome" message is displayed, along with links for "Change password", "Log out", and "www.axis.com". A "Preferred language" section shows various language flags, including Chinese (Simplified and Traditional) and German. A left-hand navigation menu lists categories such as "Products and Technologies", "Industry Segments", "Pricing and demo units", "Technical Services", "Marketing" (with sub-items like "Campaigns and Programs", "Co-marketing", "Marketing Communications Toolbox"), "Find Documents", "Find Images", "Axis Web Content Service", "Academy", "System Design", "Supply Chain", and "InFocus". The main content area is titled "Find documents" and features a search form with the following fields: "Product/object" (set to "-- Choose object --"), "Language" (set to "All"), "Context" (set to "All"), "No. of hits/page" (set to "10"), and "Document type" (set to "All"). "Search" and "Reset" buttons are located at the bottom right of the form.

Co-marketing opportunities

Axis provides a number of co-marketing opportunities for participants at all levels of the Channel Partner Program to support mutual business interests. Please refer to the co-marketing guidelines section for detailed information.

Please contact your local distributor or Axis Account Manager for support.

1.4.9 Technical Support

When you install an Axis video surveillance solution, you are getting more than just the best network video surveillance system available. We ensure you get unlimited, free of charge, technical support to answer questions and provide information needed to ensure a successful relationship with your customers. Just register an account at the Axis website to gain real-time support

Here are the various support provided:

Online Support

For technical tips, FAQs, and much more detailed technical information on Axis product, please visit www.axis.com/support

Online Helpdesk (24-hour response time)

Technical services procedures vary, depending on when your product was purchased, whether it is under warranty or not and the nature of the failure. If information cannot be found through the Online Support, you can get assistance from Axis technical support engineers via www.axis.com/helpdesk. Upon receipt of a request from a partner, the support services team will provide a response within 24-hours that is appropriate for the problem reported.

Real-time Chat

Online Helpdesk also offers the option for real-time Chat support. Start a support chat by logging in on Online Helpdesk at www.axis.com/support and selecting Chat. Operating hours for Chat support is Monday – Friday, 0800hrs – 1700hrs (GMT + 8, Singapore time).

Phone Support

For resolving more advanced queries, contacting our technical support engineers via phone may be most ideal.

Operating hours as follows:

> For all countries except India, 0800hrs – 1700hrs (GMT + 8, Singapore time)

> For India only, 0900hrs – 1700hrs Kolkata time

SUPPORT NUMBERS

ANZ	+61 (3) 9982 1111
ASEAN / Emerging	+65 6836 2777
India	+91 (80) 4157 1222 / 4111 9331 / 4111 9332

1.4.10 RMA (Return Material Authorization)

All end users who suspect that they have a defective product should be instructed to contact Axis Support directly either online at www.axis.com/support or via telephone at the Axis technical support number published on our website. The Axis support team will help troubleshoot the problem with the end user and try to get the product restored to working condition. This process has proven extremely effective in reducing unnecessary cost and delays associated with the return of products that are not actually defective.

Once Axis Support confirms the faulty product, an RMA will be issued. Axis Support will provide the end user with a support reference number and instructions for returning the product either via distribution or to an Axis RMA Partner (for ANZ only, Westview Electronics is the Axis appointed RMA partner).

(RMA claim is defined by an Axis product that is found to be defective within the warranty period)

30-day replacement

Should an Axis product be found to be defective within 30 days from date of purchase, it is defined as a DOA (Dead On Arrival) claim. This entitles the customer to a new unit. The customer must always have an Axis Online Helpdesk case to verify that the unit is authorized for a DOA replacement.

30-day replacement, step by step:

1	If your unit does not perform as expected, contact Axis Online Helpdesk www.axis.com/helpdesk to obtain assistance from an Axis technical support engineer
2	According to the instructions given in your support case, send your defective unit marked with your authorized DOA case number to your local distributor.
3	You will receive a new unopened unit from your local distributor.

Warranty replacement and repair

Should an Axis product be found to be defective within the warranty period, it is defined as an RMA (Return Material Authorization) claim. This entitles the customer to have the unit either repaired or replaced. The customer must always have an Axis Online Helpdesk case to verify that the unit is authorized for RMA. Axis will test and repair the unit. If it is not repairable, it will be replaced with a refurbished unit.

To determine if purchased unit is still under warranty, you can check with your local distributor or raise a request via Online Helpdesk with a proof of purchase (and a camera server report of the unit may be required in some circumstances).

Warranty replacement and repair, step by step:

1	If your unit does not work as expected, contact Axis Online Helpdesk to obtain assistance from an Axis technical support engineer.
2	Upon confirmation of faulty hardware, Axis technical support engineer will initiate a request for faulty unit is to be sent to local distributor or local RMA partner (where RMA reference will be issued).
3	According to the instructions given in your support case, send your defective unit to your local distributor with support case number (known as CST number) or local RMA partner (with authorized RMA case number and CST number).
4	In the scenario where defective unit is sent to local distributor, all logistics and paper work will be handled by distributor to be delivered to Axis for repair.
5	Upon receipt of defective unit, 5 working days* is required for repair.
6	Fully function unit will then be delivered back to your local distributor.

*Subject to availability of parts/units and complexity of technical issue.

For any further questions on RMA, please contact your local distributor or Axis Online Helpdesk or Axis Account Manager. If product is still under warranty, sender is responsible for paying shipping costs for one-way only. Axis will be liable to the other way.

Out of warranty

M-series models comes with 1 year warranty whereas P and Q-series comes with 3 years warranty. For products out of warranty, technical services will still be provided 3 years from the end of life date. All cases will be handed on a case by case basis.

1.5 Partner Requirements

The benefits of the Axis Channel Partner Program are commensurate with our partners' investment in the sales of Axis products. For detailed information on requirements specific for your region, please contact your local Axis sales representative.

1.6 Ordering

Axis products should be ordered directly through your distributor. Please contact your Axis distributor for specific ordering and shipping processes.

PARTNER REQUIREMENTS	Authorized	Solution Silver ²	Solution Gold ²
Buying from an Authorized Axis distributor ³	⬢	⬢	⬢
Revenue commitment	⬢	⬢	⬢
Axis Communications' Academy technical and sales training ⁴	recommended	⬢	⬢
NDA (Non Disclosure Agreement)		⬢	⬢
Annual sales and marketing plan			⬢
Offering complete solutions including on-site installation, first-line support and demo equipment.		⬢	⬢

²E-commerce or web-based online stores are limited to the Authorized partner level.

³The partner must provide Axis with account numbers from all current Axis distributors.

⁴Specific training requirements may vary depending on company size and region. For details, visit www.axis.com/academy/

Ordering

Axis products should be ordered directly through your distributor. Please contact your Axis distributor for specific ordering and shipping processes.



Co-Marketing Guidelines for Axis Partners

2.1 Introduction

Axis is a business-to-business brand, and as such is also to a very large extent built by personal interactions, including yours. That is why you – as an Axis partner – play a key role in giving substance and credibility to the Axis brand.

These co-marketing guidelines have been established to help achieve this objective and provide some insight into our policies regarding the use of our trademarks, logotypes and copyrighted materials. By understanding and following these guidelines, you can leverage the global strength, leadership, expertise, and innovative spirit represented by the Axis Communications brand.

Scope

Axis' co-marketing policy and guidelines apply to all Axis distributors as well as to members of the company's partner programs, such as channel partners, ADP partners, and A&E partners involved with communicating about Axis Communications ("Axis" for short).

This policy is subject to change at any time and without notice. Always visit your Axis partner pages for the latest version.

2.2 Logotype Program for Partners and Trademark Policy

Axis' registered trademarks, owned by Axis AB, are among the company's most valuable intellectual property assets. As such, this section outlines Axis' policy the use of our trademarks by partners. Any use of any Axis trademark must be in accordance with this policy.

Any deviation from this policy could result in the loss of our legal right to use our marks, logos and, possibly the Axis Communications name. By adhering to this policy, you help Axis to prevent confusion in the marketplace and to protect and enhance the value and integrity of its trademarks. Axis appreciates your cooperation in this effort.

Axis trademark portfolio

The Axis trademark portfolio includes the ETRAX®, VAPIX®, ARTPEC® and AXIS® wordmarks, and the AXIS COMMUNICATIONS® wordmark and device marks, which we will refer to respectively as "the Axis corporate logotype" and "the Axis partner/relationship logotypes".

Axis partner/relationship logotypes

Axis has developed partner/relationship logos to give participants in Axis' partner programs the opportunity to demonstrate and promote their partnership with Axis in a clear and concise manner, by using specific logotypes, as stated in their partner program agreement.

Axis partner program logotypes are registered trademarks.



Example of partner program logotype

Unless you are a partner in a program, you may not use the trademark for that program (in word or logo form) to claim or imply participation in the program. Further, you may only use the partner logotype specific for your partner status.

Partner logos may be downloaded from the partner pages in both hi- and lo- resolution formats. Axis partner logos may be used e.g. on partner websites, business cards, printed marketing collateral, event panels and other signage to promote your participation and status in the Axis Partner Program.

Axis corporate logotype – usage restrictions and special permissions



General usage policy

Axis' general policy is to decline any third-party requests to use the Axis corporate logotype to show or imply affiliation with Axis. Affiliation with an Axis partner program does not imply the right to use the Axis corporate logotype. Axis partner program members should use their specific program partner logotype to demonstrate their relationship with Axis, as specified above.

Exceptions for partners

Exceptions for partners to use the Axis corporate logotype are made only when there is a compelling reason to do so. However, Axis recognizes several circumstances where Axis partners can use the Axis corporate logotype:

> Events

Contracts for specific Axis events, for instance, may include a provision that allows the use of the Axis corporate logotype on event material such as show posters, panels and other event signage. This permits Axis partners to represent the Axis brand and products at their own booth.

> Axis-copyrighted marketing materials

Axis offers co-marketing opportunities to partners on Axis copyrighted marketing material. This consists of campaign material such as print advertisements, as well as certain brochures such as the Axis product guide. Co-marketing on such specified Axis material is only permissible when this material originates from Axis and final formats are approved and supplied by Axis. Please refer to section 3 below for admissible co-marketing on Axis marketing material and corresponding guidelines.

> Partner-copyrighted marketing materials

Permission regarding usage of the Axis trademarks or logotypes can be requested from Axis' marketing representatives. If permission is granted, partners may use the Axis corporate logotype only for the stated purpose and in the manner for which permission is granted. Material should be sent to Axis for final approval before being printed, communicated in any form and/or published.

> Websites

Use of the Axis corporate logotype may be requested for use on partner websites in an appropriately referenced partner section. Use of the logo may also be accompanied by approved Axis corporate boiler plate or other messaging as provided by Axis. Such use should include a link to the Axis web domain where possible. Please contact your Axis partner marketing representative for permission.

Rules for the descriptive use of the Axis trademarks/logotypes

Axis Communications acknowledges that the use of Axis trademarks may be necessary to describe the subject matter of some materials, products and/or programs. Consequently, Axis allows descriptive uses of its trademarks by distributors and partner program members. The following guidelines outline permissible and prohibited use of Axis trademarks.

Prohibited use of the Axis trademarks and logotypes

Unless you have express, prior, written permission from Axis Communications:

- > Do not use the Axis trademarks as the name of your company, products or services. You may not use or register in any jurisdiction, whether foreign or domestic, any Axis trademark as all or part of your company, product or service name in a manner that is likely to create confusion or that may dilute the Axis trademark. Do not combine an Axis logo with your or other companies' logos
- > Do not use and/or register the Axis trademarks as, or as part of, any domain name, meta tag or hidden text in a web page. Domain names, meta tags, and hidden text.
- > Do not use an Axis trademark/logotype in objectionable material. You may not use Axis trademarks in or in connection with any defamatory, scandalous, pornographic, or other materials of any sort that are likely to dilute, defame, disparage, or harm the reputation of Axis.
- > Do not combine an Axis logotype with your or other companies' logos or artwork > Do not replace or remove an Axis logotype from a product for resale.
- > Use only the approved master artwork. All Axis logotypes must be reproduced from materials supplied by Axis. Each representation of the Axis trademark should be consistent, undistorted, and clear.
 - > Do not alter or distort the appearance of the logotype in any way, for example, by adding your own design elements or colors or changing the font. The logo must always look sharp, clean and well produced. Always follow the specifications set forth in the guidelines and materials provided by Axis.
 - > Allow a minimum free space around the Axis logotype
Never violate the free space with any graphic elements, words or charts. Refer to the Axis Graphic Identity Guidelines for guidance on how to use the logo.
- > Maintain legibility
To assure that the Axis logotype is always reproduced in a suitable, legible way, always follow the guidelines in the Axis Graphic Identity Manual.
- > Do not use any Axis logotype as a decorative device
Do not use any Axis logos for purely decorative purposes in any marketing collateral, packaging, promotional material or web site without the express written permission of Axis.

You may use the Axis trademarks and logotypes only if you have obtained written authorization from Axis. Always follow all applicable Axis guidelines.

Permissible use of the Axis trademarks and logotypes

Use the Axis trademarks to refer to Axis' products or services

With the exception of the Axis corporate logotype (the use of which must be expressly authorized by Axis), you may use Axis trademarks to refer to Axis' products or services in advertising, promotional and sales materials, assuming that you have the necessary authority to sell or promote Axis' products or services.

Use the Axis trademarks to indicate a relationship to Axis' products and solutions

You may indicate the relationship of your products and services to Axis' products or services by using an accurate referential phrase in connection with your product or service, provided that the "Axis" name is not part or incorporated in your product or service name.

All uses must be accurate and descriptive in nature so there is no likelihood of confusion to the public.

Examples:

RIGHT:

- > "My Company" is a member of Axis Communications' ADP Program.
- > "My Company"'s ABC video management software is compatible with Axis Communications' network video products.
- > "My Company" 's ABC video management software is compatible with Axis network video products.
- > "My Company" delivers authorized Axis training.

WRONG:

- > "My Company"-Axis training.
- > My Company"-Axis software.
- > "My Company", Axis-preferred distributor.
- > "My Company" 's product is Axis-compatible.

2.3 Co-Marketing Possibilities on Axis Marketing Materials

Axis Communications produces a substantial amount of material. This material is protected under copyright laws of Sweden and of other countries all over the world.

Use of Axis Communications copyrighted materials or modifications of such materials for commercial use without explicit permission constitutes infringement of Axis Communications copyright and may be subject to legal measures.

Copyrighted materials may be copied only with express written permission from Axis Communications.

2.3.1 General Usage Rules for Axis Copyrighted Materials

As a general rule, in order not to infringe Axis Communications copyright, Axis partners should not engage in any of the following, without express written permission from Axis Communications:

- > Do not copy, reproduce, and further redistribute any Axis materials (including web pages) or any part of the text or graphics from those materials.
- > Do not modify or create derivative works of any Axis materials.
- > Do not copy, reproduce, or modify source code or object code of any Axis products, unless this code is licensed as open source software, in which case special licenses apply.
- > Do not create materials that look as though they originated from or are approved by Axis.
- > Do not imitate the color and visual appearance of Axis materials and/or products.
- > Do not use any of Axis logos in marketing material (including online marketing) without express written permission.

Only portions of copyrighted materials can be used

Axis may grant permission to use portions of our library of copyrighted materials under specific circumstances as described below:

2.3.2 Permissions on Axis Copyrighted Material

White papers and technical guides/manuals

Axis does not generally authorize reproduction or distribution of these materials for commercial purposes or permit local hosting of these materials on third-party web pages. Instead, Axis encourages and specifically authorizes partners to "deep link" to web pages on www.axis.com. This policy ensures that all links are to the most current versions of the works.

Product Photography

Axis allows partners to use Axis product photography located in the Axis Image Library on Axis Partner Pages or in the Axis photo archive on Axis' website at: www.axis.com/corporate/press/photo_archive.htm. The photography shall not be altered or manipulated with the exception of size changes to fit the media where it is to be used.

2.3.3 Co-Marketing Possibilities in Axis Collateral and Campaign Materials

Axis offers a variety of co-marketing opportunities to support partners in their marketing communications programs. Such opportunities range from promoting Axis partners in Axis' own collateral to providing partners with a dedicated space on collateral and campaign materials where.

Such Axis marketing materials can be used under specific conditions. Axis partners are entitled to use this material in strict compliance with the guidelines below.

If Axis copyrighted materials are used, it should always be evident that it is owned by Axis. An Axis copyright notice must accompany the materials in such a way that it is undeniably clear that the materials are owned by Axis.

Eligible activities in Axis co-marketing materials include:

- > Marketing collateral:
 - > Product guide
 - > Quick reference guides
 - > Customer success stories
- > Advertising and campaign-specific materials
 - > Print ads
 - > Direct mail pieces
 - > Web banners

For any other specific request that is not listed above you should get approval first, in writing, by an Axis marketing representative.

Marketing collateral, product guide

The Axis product guide typically is the most common piece of collateral requested for comarketing. Distributors and partner program members are entitled to add their contact details on the back cover of the Axis product guide, in the specially designed "DISTRIBUTED BY" area as highlighted below. This area can feature your company logo and contact details in the form of a stamp, of an added label, or printed directly on the product guide.



File availability and production considerations

Axis publishes low resolution, screen-optimized PDF files on the Axis partner pages. High resolution PDF files for local reprint are available on request to your local Axis marketing representative. Note that there are several ways to feature your contact details on the Axis product guide, depending on your preferred option:

> Axis product guide with your company stamp or label

- > Please order printed Axis product guides through your local Axis office, according to your usual conditions.
- > When you receive the Axis product guides, you will be able to add your own company stamp or apply your company label directly in the reserved "DISTRIBUTED BY" area on the back page.

> Axis product guide with your logotype and contact details

- > Axis will provide you with the final high resolution PDF file ready to print, featuring all necessary information in the "DISTRIBUTED BY" area. To make this possible, please:
 1. Provide your local Axis marketing representative with your hi-resolution 300 dpi logotype – ideally in EPS format, as well as all necessary contact details you would like to feature – pending this fits into the reserved area.
 2. You will receive back a ready-to-print high resolution PDF file from Axis.
 3. This option means you are responsible for the printing and related production costs of the Axis product guide.

Marketing collateral, quick reference guides

The Axis quick reference guides, often referred to as "product cheat sheets", are also open to comarketing. They can feature your logotype and your own local Axis product part numbers can also be added to make it easier for your customers to place orders with you.

Distributed by:

Distributed by:

File availability and production considerations

Axis publishes low resolution, screen-optimized PDF files on the Axis partner pages. High resolution PDF files for local reprint are available on request to your local Axis office.

There are several ways to feature your contact details on the Axis quick reference guides. Note that the area where to feature your information may be limited due to the nature of the document – sometimes leaving very little space for extra information. Please make sure to verify this point in the low resolution PDF before ordering.

Axis quick reference guides with your company stamp or label

- > Please order printed Axis product selection tables to your local Axis office, according to your usual conditions.
- > When you receive the hard copies of the Axis product selection tables, you will be able to add your own company stamp or apply your company label directly in the reserved "DISTRIBUTED BY" area.

Axis quick reference guides with your logotype and contact details

- > Axis will provide you with the final high resolution PDF ready to print, featuring all necessary information in the reserved "DISTRIBUTED BY" area. To make this possible, please:
- > Provide you local Axis office with your high resolution 300 dpi logotype – ideally in EPS format, as well as all necessary contact details you would like to feature – pending this fits into the reserved area.
- > You will receive back a ready-to-print high-resolution PDF file from Axis. This option means you are responsible for the printing and related production costs of the Axis quick reference guides.

Axis quick reference guides customized with your own Axis part numbers

- > Axis will provide you with the final high resolution PDF file ready to print, featuring all necessary information in the reserved area. To make this possible, please:
- > Provide you local Axis marketing representative with
 - Your Axis product part numbers, matching each Axis product presented in the table.
 - Your high resolution 300 dpi logotype – ideally in EPS format.
 - Your contact details.
- > You will receive back a ready-to-print high resolution PDF file from Axis.
- > Note that if further customization is needed and depending on time and priorities, each request may be approached on a case by case basis.
- > This option means you are responsible for the printing and related production costs of the Axis quick reference guides.

Marketing collateral, case studies

Axis actively promotes partners through case studies/success stories. As shown below, Axis case studies feature a specific section dedicated to you as a partner on the front page, as well as recognition with your logotype on the back page.

If you participate in an Axis case study program, please make sure to provide your local Axis marketing representative working on the success story with your high resolution 300 dpi full color logotype – ideally in EPS format.

A low-resolution PDF file of the story will be published on the Axis website, a web page created accordingly, and a high resolution PDF file for your own reprint will be provided on request. Would you need hard copies, please liaise with your local Axis office, to order them at your usual conditions.

SUCCESS STORY

Sydney Airport takes security to new heights with Axis. Switch to network cameras adds value to video surveillance solution.



Organization: Sydney Airport
Location: Sydney, Australia
Industry segment: Transportation

Application: Airport safety and security

Mission: Following major redevelopment Australia's busiest airport, where annual passenger numbers topped 20 million for the first time in 2015, Sydney Airport Corporation recognized an opportunity to upgrade its independent video surveillance solution to leverage the benefits of IP technology to meet government requirements and increase efficiency.

Result: The migration to Axis network cameras delivers the benefits of true IP as well as time, cost, and space savings benefits. Sydney Airport has greater flexibility to configure the system to its needs, giving it access to more and better data that ultimately improves its ability to monitor and respond to issues as they arise.

Solution: Sydney Airport decided to migrate from video servers to Axis network cameras. It has transitioned an analog-based video surveillance system comprising analog cameras connected to a hybrid IP-based solution with a total installation of more than 2,000 cameras.

The network cameras feed directly into the airport's Digital Video Management surveillance system controlled by Honeywell, a Bosch/Axis partner. The video solution is fully integrated into the airport's existing comprehensive security, access control and surveillance system.

The flexibility of the Axis network video solution allows Sydney Airport to monitor a wide range of areas and provides the ability to work in large quality settings for a wide range of types of images they want, including pre- and post-incident footage (JPEG and MPEG) and feed off a single stream.

The flexibility of the Axis network video solution allows Sydney Airport to monitor a wide range of areas and provides the ability to work in large quality settings for a wide range of types of images they want, including pre- and post-incident footage (JPEG and MPEG) and feed off a single stream.

Axis and reduced infrastructure to locate the network cameras to the network port and use with broader power supply options requirements. These cameras are in a junction box that did not have ventilation.

to meet the need for more of video reaching through pipes. In the implementation of each site requirements by around 100 meters.

and storage is improved and the IP solution based on Axis 200 series cameras to the 100 or administrative demands.

are heading in, Executive C, says Mike Whelan.

AXIS COMMUNICATIONS

AXIS COMMUNICATIONS

Partner name

Partner logo

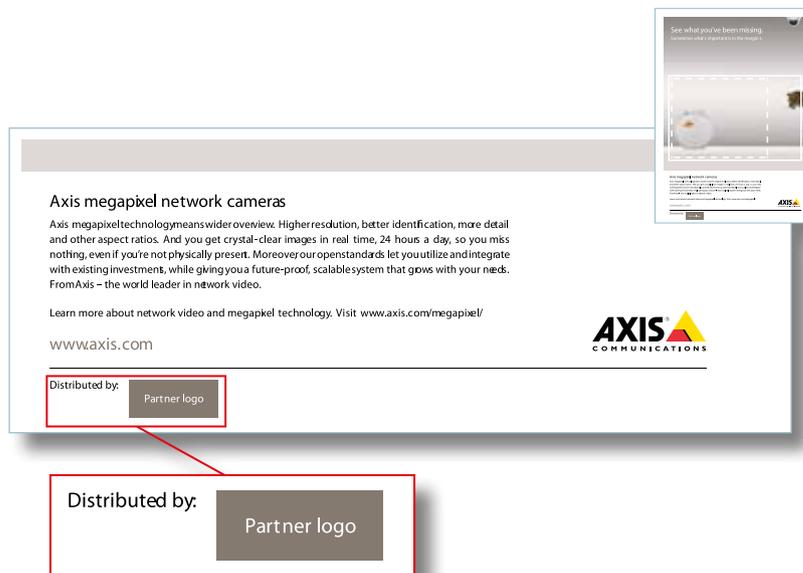
Advertising and campaign materials

Axis offers different possibilities in this area, with a variety of toolboxes supportive of specific product and solution initiatives. Print and web ads, as key components of the toolboxes, are available on the Axis partner pages.

Axis partners are entitled to use any campaign material made available on the Axis partner pages. The marketing material such as print or web ads, shall only be used for the purpose for which they were created. For instance, specific campaign visuals can only be used to support the campaign for which they were developed, and cannot be used for any other purpose. As stated in the general copyright rules, the visuals cannot be altered or used partially as decorative devices for any other purpose.

Print ads

A print ad template is available on selected Axis ads. This template shall be used whenever you have an ad space booked in a specific magazine and would like to feature your company information in connection with the Axis advertisement. As an Axis partner, you can, as shown in the example below, have your logotype and contact details added to a specific Axis print advertisement open to co-marketing. In addition, the ad call-to-action usually consisting of a separate sentence highlighted in the ad, can be customized.



File availability and production considerations

Axis publishes low resolution PDF files of the print ads on the Axis partner pages. High resolution PDF files of the ad artwork can be requested from your local Axis office. In order to prepare the relevant ad artwork, please make sure to provide your local Axis contact with the following:

- > Your high resolution 300 dpi logotype – ideally in EPS format, as well as all necessary contact details you would like to feature – pending this fits into the reserved "DISTRIBUTED BY" area.
- > A fully validated and exact translation of the ad, if the translation does not already exist
- > Note that the "call-to-action" sentence can be customized.
- > Ad specifications: format + bleed information + any other specification requested by the magazine.
- > You will receive back a ready-to-publish high resolution PDF file from Axis.

Direct mail pieces

Certain Axis marketing campaign toolboxes feature templates for direct mail pieces. The same rules as for print ads apply. Due to the specific nature of direct mail pieces, co-marketing requests will be dealt with on a case by case basis. Always liaise with your local Axis office

Web banners

The Axis marketing campaign toolboxes feature web banners in various sizes. Static web banners usually offer limited space for extra information, while animated web banners allow Axis partners to add a specific frame to feature their contact information.

These web banners are directly available for download in the relevant marketing campaign toolboxes sections of the Axis partner pages.



2.4 Web Use Policy for Axis Trademarks and Copyrighted Materials

Axis web usage guidelines will help you avoid infringement of Axis copyrights and trademarks rights, while ensuring adequate protection of the Axis brand, including Axis logotypes, trademarks and copyrighted materials.

Domains

Axis generally does not grant permission to register domains with "Axis" being a part of the domain, for instance "axis-cameras.com". Please refer to the "Trademarks" section above about Axis' trademark portfolio listing.

Using Axis trademarks online

Do not use any Axis trademarks such as the Axis logotype on your website unless you have express written permission to do so. Using Axis images, illustrations and photos online
Using images, illustrations and photos of Axis' products online is approved provided the images, illustrations and photos originate from Axis and are approved to be used online. Approved images, illustrations and photos can be found in the Axis Image Library on Axis Partner Pages or in the Axis photo archive on Axis' website at: www.axis.com/corporate/press/photo_archive.htm.

Using Axis text online

Copying text from Axis' websites and using it online on another site is prohibited. The information given at Axis' sites such as axis.com is a vital part of Axis' external communication and is copyright protected. It is indeed considered derivative work if your work is based on the modification or adaptation of Axis webpage content. Please refer to the section above about Axis copyright policy.

Only information specifically created to be used by Axis partners is approved for use on other sites than Axis' own.

Using Axis' look and feel online

Copying or closely emulating the look and feel of Axis' web sites is prohibited and considered to be a copyright infringement. It is indeed considered derivative work if your work is based on the modification or adaptation of Axis graphical design, color scheme, and visual appearance. Please refer to the section above about Axis copyright policy.

Copying or closely linking to Axis websites

Adding links to Axis' websites is not only approved but also appreciated.

2.5 Co-Marketing Possibilities at Events

Axis welcomes the opportunity to leverage connected business opportunities with partners together at industry events. This section details a number of partner co-marketing opportunities at tradeshow, conferences and seminars.

Tradeshows

Axis provides co-marketing opportunities both for partners who wish to participate in the Axis booth as well as for partners who have their own booths at the same event.

Partners in the Axis booth

Participation in the Axis booth at a tradeshow is fee-based, subject to availability and may not be applicable in all regions. Further, terms, conditions, instructions and provisions are specific to each event and are formalized by a joint agreement. Please contact your local partner marketing representative for specific opportunities connected with tradeshow in your region. Please contact Axis corporate partner marketing representative for information on opportunities at tradeshow outside your region.

Graphic identity consistency

All aspects of the Axis booth adhere to the Axis graphic identity standard. This applies also to all areas of the Axis booth reserved for partners. Graphical consistency in our partner pods not only provides a seamless, integrated, solution-oriented appearance, but also ensures equal representation for all participants.

Axis provisions for booth participants

Axis provides the following to all booth participants.*

- > Workstation equipped with three cameras, one computer, two 19-inch monitors or one 24-inch monitor.
- > Messaging panel to include
 - > Headline: "Partnering with Axis <Your Company Name>".
 - > Sub-headline (maximum 5 words), as provided by you.
 - > 3 bullet points, 3-5 words each, as provided by you.
- > Your company logo to be provided in high resolution 300 dpi logotype – ideally in EPS format.
- > Listing on Axis event "microsite" to include
 - > Your company name.
 - > Your company logotype.
 - > Your short company description or boilerplate (subject to a maximum word/character length).
 - > A link to your company website.
- > Your company name on the Axis event press release.
- > One press release from your company in the Axis event press kit.
- > Your company name on the tradeshow organizers website .

*Please note that some provisions are event-specific and may vary.

Booth participant conditions

All participating booth partners agree to the following conditions:

- > All event materials, images and logos will be provided on or before specified deadlines.
- > All partner workstations must be manned by a minimum of one and maximum of two representatives at all times during the event's opening hours.
- > Partner attendance at booth briefings is mandatory. Booth briefings usually occur daily prior to the event public opening hours.
- > All special equipment and software must be approved in advance by your local Axis representative. You shall provide and be responsible for any additional equipment, unless otherwise agreed to by your local Axis representative.
- > Partners will respect the collateral limitations as described by your local Axis marketing representative.
- > Partner speaking opportunities are NOT available inside the Axis booth.
- > Axis does not provide a booth uniform for partners. Proper business attire is suggested unless otherwise communicated by your local Axis representative.
- > Participation fee is event-specific. Please contact your local Axis marketing representative for details.
- > Partner participation will be invoiced six weeks prior to the event and shall be paid in full two weeks prior to the event.
- > In the event that partner interest exceeds the number of available partner opportunities in the Axis booth, partner selection shall be determined locally based on open, fair and consistent criteria.

Exhibiting partners at common events

Axis proactively engages in cross-promotional activities at events where we are both exhibiting.

Cross-reference signage

Axis will include your company name and/or logo together with your booth/stand number on any cross-reference signage that we may produce in connection with the event. To be included on the cross-reference signage, please send your company logotype in high resolution, 300-dpi format, together with your booth number to your local Axis marketing representative by the specified deadline. Please note that submissions received after the deadline may not be included.

If you are producing partner cross-reference signage for your booth, Axis is pleased to provide you with images, schematics, company boilerplates or other material. Please submit your request to your local Axis marketing representative. Any use or reference to Axis in connection with your tradeshow marketing initiatives shall be approved in advance by the local Axis marketing representative.

Loaning an Axis demo unit

For your tradeshow exhibit, local Axis offices have a number of products available for loan. Loaned units are available on a first come, first serve basis while supplies last. A loan agreement shall be completed together with your local Axis representative, to include the loan period as well as all applicable terms and conditions. You are responsible for ensuring that all loaned units are returned to Axis by the specified deadline and in good condition. Note that you will be invoiced in full for any damaged or unreturned products.

In connection with your product loan, you should order the appropriate corresponding product marketing collateral from your local Axis representative, and make available to your booth visitors during the event. Axis will also provide you with discreet signage to include our booth number to ensure that your visitors can easily find us.

Partner collateral in the Axis booth

Unless you are exhibiting in the Axis booth, we are not able to make your marketing collateral available to our visitors, nor can we add you to the Axis event microsite.

Non-exhibiting partners

Owing to the number of partners in our partner programs, it is usually not feasible for Axis to provide event-specific co-marketing for non-exhibiting partners. You are however more than welcome to visit our booth or arrange a meeting with an Axis representative during the event. Axis sponsored conferences and seminars

Face-to-face engagement is an important component of Axis' go-to-market strategy. And Axis regularly holds a number of conferences, seminars and trainings. Co-marketing opportunities are available for selected events that include both speaking and exhibiting opportunities for partners.

Exhibiting at an Axis sponsored event

Axis sponsored events are organized locally, regionally and even globally. Partners are invited to select events to demonstrate their products as part of an integrated Axis solution. Participation at selected events is usually fee-based, subject to availability and suitability for a particular topic and/or target group. Further, terms, conditions, fees, instructions and provisions are specific to each event and are formalized by a joint agreement. Unless otherwise indicated, travel expenses are not included in the conference fee.

Axis provisions for exhibitors

Axis provides the following to all participating exhibitors*

- > Pre-defined exhibit area and table.
- > Axis can provide products available on a loan basis for your exhibit. Please submit your product request to your Axis representative well in advance to ensure that we can accommodate your needs. Axis will ensure that relevant product marketing collateral is available at the Axis exhibit.
- > All special equipment and software must be approved in advance by your local Axis representative. For obvious reasons, products of a competitive nature to Axis will not be permitted in your partner exhibit.
- > Partner listing on the Axis event microsite, conference program, invitation and other direct communication. Partner listing may include company name, logo, and company description of specified word length (when applicable).
- > Opportunity to participate in conference activities and program including networking opportunities with conference participants.
- > Dedicated time during the event for participants to visit your exhibit area.

*Please note that some provisions are event-specific and may vary.

Exhibitor conditions

All participating exhibitors agree to the following conditions:

- > Be responsible for your entire exhibit including table coverings, signage, equipment, marketing collateral and other accessories. Your exhibit area may include a table top exhibit, quick screens, pop-up or modular booth as suitable for the pre-defined exhibit area. Your exhibit area is subject to on-site approval by a local Axis representative to ensure that all aspects of the exhibit adhere to a professional appearance that is consistent with the forum, venue and overall exhibit area.
- > Be responsible for all shipping and freight costs associated with the transport of your exhibit materials. Your local Axis representative will provide you with necessary shipping instructions.
- > Submit all requested company information, logos and other materials to Axis by specified deadlines to ensure your inclusion on conference program and website.
- > Staff your exhibit by a minimum of one and maximum of two representatives at all times during the specified exhibiting hours.
- > Adhere to the dress code and conduct policy specific for the event as communicated to you by your local Axis representative. This also extends to all group activities connected with the conference.

Speaking at an Axis sponsored event

Speaking opportunities at an Axis event are on an invitation basis as suitable for a particular target group, forum, and theme. Although subject to event-specific conditions, Axis will cover the expense and conference participation for key note guest speakers. All other partner speaking opportunities are usually fee-based and subject to availability. Speaking opportunities may be available for the entire forum or as a smaller break-out session. Unless otherwise indicated, travel expenses are not included in the conference fee.

Axis provisions for speakers

Axis provides the following to all participating speakers*

- > Speaker bio and picture in the conference program as provided by you.
- > Dedicated presentation timeslot during the conference forum or breakout session as per agreement. Your local Axis representative will provide you with a presentation topic and timeslot specific for the event.
- > Possibility to provide conference participants with some collateral, either as part of a corresponding exhibit or as part of the conference material. Conference material may be provided in either printed or electronic format at Axis' discretion.

*Please note that some provisions are event specific and may vary.

Speaker conditions

All participating speakers agree to the following conditions:

- > Respect all deadlines for submitting company information, logos, speaker bios, pictures and presentations. Please note that speaker bios may be subject to maximum word/character length. Logos and pictures should be submitted in high resolution, 300-dpi format.
- > Presentation content shall be agreed upon in advance together with your local Axis representative and is subject to final review.
- > Be responsible for finding a suitable substitute if for any reason you are not able to attend and present at the event.

2.6 Contacts and Permission Requests

Should you require any additional information on Axis policies and guidelines, as well as permissions for the specific use of Axis trademarks and copyrighted material, please contact your local Axis office.

2.7 Conclusion

Working closely with our partners is at the very heart of the Axis culture. To that end, understanding and following these co-marketing guidelines is an important part of ensuring that customers experience what they have come to expect of the Axis brand.

We thank you for your continued support!

Axis Communications' Academy

Overview

Regular Academy classroom-based training designed specifically to help you boost your business. Classroom-based training modules include Network Video Fundamentals Training (hyperlink to that sub-section) and Video Encoder Training (hyperlink to that sub-section). For details, program requirements, schedules and additional information, please refer to the Academy website at <http://www.axis.com/academy/>.

Upon completion of the training, you can validate your expertise with a global standard for individual certification from Axis, the world leader in network video. The Axis Certification Program (hyperlink to that sub-section), recognized by a global standard, of both you and your company's proficiency in delivering effective network video solutions. We have also provided a Certification Preparation Training (hyperlink to sub-section) to better prepare you for the Certification Exam.

For registration or more information about schedule and price for your country, go to www.axis.com/academy/classroom-based.htm.

3.1 Axis Certification Program

Axis sets an industry standard by offering system designers and technical sales staff the first professional network video certification to validate IP video expertise. By working together with Prometric, a leading global provider of comprehensive testing and assessment services, Axis provides a globally standardized network video certification that is valid, reliable and fair. So, what makes Axis Certification unique? More than a validation of extensive Axis product knowledge, the Axis Network Video Exam serves as a comprehensive indicator of the latest network video technologies, solutions, and best-practice design and implementation techniques. And with regular re-certification on a bi-annual basis, it's proof of knowledge - today and tomorrow. Quality is in everything we do, and the Axis Network Video Exam is a rigorous and advanced level test, providing meaningful endorsement to those who pass and become Axis Certified Professionals.

Attaining the Axis Certification give your business a valuable competitive advantage with Axis Certification Program:

- The Axis Network Video Exam serves as a comprehensive indicator of the latest network video technologies, solutions, and best-practice design and implementation techniques.
- Axis Certified Professionals are highly regarded by their peers and colleagues for their competence. They are recognized by system architects and consultants who are specifying Axis Certified Professionals in large projects.
- The Axis certification is a unique differentiator for end customers when selecting their video surveillance integrator.

For more information on the program, visit www.axis.com/certification.

3.2 Network Video Fundamentals Training

The two-day classroom-based Fundamentals training is a comprehensive course, covering the essentials of network video. Topics such as basic camera installation, image usability, bit rate optimization and video analytics are explored in theory lessons combined with hands-on labs.

Course objectives

You will learn a wide variety of video surveillance basics, such as:

- > Camera technology and setup
- > Selecting the appropriate camera type and placement
- > Ways to save bandwidth and storage
- > Intelligent applications

Who should attend?

Professionals working with system integration and network video design.

Prerequisites

In order to get the most out of the training, you need to have an understanding of networks in an IP video context. Before attending Fundamentals we strongly recommend all students spend 30 minutes on Axis' web-based Basic networks training (www.axis.com/academy/web-based.htm) to confirm their network knowledge.

How to register?

For registration or more information about schedule and price for your country, go to www.axis.com/academy/classroom-based.htm.

3.3 Video Encoder Training

The one-day classroom-based Encoder Training is a technical course that will familiarize you with Axis Communications' encoder offering. Topics such as installation, how to optimize the use, and which encoder to choose for each site and situation are explored in theory lessons combined with hands-on labs.

Course objectives

You will learn a wide variety of subjects such as:

- > How to install and configure the products
- > How to choose the right video encoder
- > Hardware installation
- > Network design and configuration
- > PTZ Configuration
- > Advanced Feature Configuration
- > Troubleshooting Tools

Who should attend?

Professionals working with system integration, network video design, and installation and configuration.

Prerequisites

Basic network video knowledge.

How to register?

For registration or more information about schedule and price for your country, go to www.axis.com/academy/classroom-based.htm.

3.4 Certification Preparation Training

The one-day classroom-based Axis Certification Preparation Training is an instructor-led course designed to introduce and prepare you for the Axis Network Video Exam. The course will take you through a review of material covering the different subject areas on the test. You will receive practice questions on each knowledge area in order to measure your preparation level, and get a variety of tools to help you continue to prepare for the exam after you leave the classroom.

Course objectives

You will learn:

- > How to prepare and register for Axis Network Video Exam
- > Certification exam content by knowledge area
- > What is the Axis Certification Program

Who should attend?

Professionals interested in preparing for Axis Network Video Exam

Prerequisites

In order to get the most out of the training, you need to have prior knowledge of Axis products and technologies. For those that are not knowledgeable on Axis products and technologies, we recommend you to first attend Axis Fundamentals Training, Axis Encoder Training, as well as Axis online training courses.

How to register?

For registration or more information about schedule and price for your country, go to www.axis.com/academy/classroom-based.htm.

3.5 Web-Based Training*

Axis supplements its Academy training with web-based trainings such as webinars, online courses, tutorials and guides to keep you regularly updated with product, company and market information. System design tools are also made available online to enhance your learning. Participating in any web-based training allows you to maintain a competitive advantage at no cost and with minimal disruption to your business schedule. Visit www.axis.com/academy/ for more information.

*Availability of web-based training varies between regions. Please contact your local Axis representative for more information.

Logo Usage Guidelines for Axis Partners

4.1 Overview of Axis Partner Logotypes and Trademarks

Partnerships play a key role in our business. We have created partner logotypes in order to identify these relationships.

Axis partner logotypes are registered trademarks

Axis partner logotypes are registered trademarks. Unless you are a partner in a program, you may not use the trademark for that program (in word or logo form) to claim or imply participation in the program. Further, you may only use the partner logotype specific for your partner status. Only the approved logotype versions may be used.

Source files and downloads

Partner logotypes may be downloaded from the Axis Partner Pages in both high and low resolution formats. Axis partner logotypes may be used e.g. on partner websites, business cards, printed marketing collateral, event panels and other signage to promote your participation and status in the

Axis Partner Program.

The logos shown below comprise current logo availability but more logos may be available in the future to support other partner programs.

Axis Authorized Distributor logotype



Axis Channel Partner Program logotypes



[UK version]

Axis Application Development Partner Program (ADP) logotypes



4.2 Using Axis Corporate Logotype and Partner Logotypes

The Axis corporate and partner logotypes are our most important brand identifiers. They must be treated with the utmost respect. The size may vary from one application to another, but it must not otherwise be altered in any way from the approved versions shown here.

4.2.1 Axis Corporate Logotype



Axis partner program members should use their specific partner logotype to demonstrate their relationship with Axis. However, Axis recognizes several circumstances where Axis partners can use the Axis corporate logotype. If you have obtained permission to use the Axis corporate logotype, please note that the same rules as for partner logotypes apply.

4.2.2. Axis Partner Logotypes



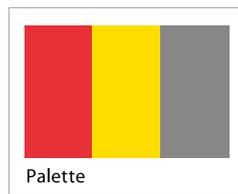
It is essential that Axis Communications is perceived as a single unit and that all companies carrying the Axis partner logotypes make a consistent use of them. The logotypes consist of a combination of several elements: the Axis corporate trademark combined with a gray frame and box displaying the official partnership levels used for the different Axis partner programs.

4.2.3. Colors

Color plays a big role in the Axis look and feel. By limiting our use of colors to a select few, we also make those colors ours and remind people that "This is Axis".

The special tones of red and yellow as defined here come from and are reserved for our logotypes. The Axis partner logotypes use a specific third color (60% black) that is reserved for this purpose only.

Axis prefers to use 4-color (CMYK), but if necessary you can use the spot colors – PMS 109 and PMS 185 together with black 60%.



Pantone 185 C
CMYK: C0 M91 Y76 K0
RGB: R255 G0 B51
HTML: FF0033



Pantone 109 C
CMYK: C0 M10 Y100 K0
RGB: R255 G204 B51
HTML: FFCC33



Axis Gray
CMYK: C0 M0 Y0 K60
RGB: R153 G153 B153
HTML: 999999

4.2.4. Proportions and Space

The proportions must never be altered.

It is important to provide an adequate amount of clear space around the logotype, especially when it appears with other brands. The clear space around it – an area free of all other images and text – helps establish the importance of the logo in environments where it competes with other graphic elements for attention.

We define this clear space as the height of the "X" in the logo, as shown here. This is the minimum.

You are welcome to award your Axis partner logotype even greater space. The Axis logotypes should not be obstructed by any other graphics. The general guide for the nearest graphic to the logo is as follows:

Axis partner logotype

Twice the height of the X in AXIS away from the top, bottom, left and right.



Axis corporate logotype

The height of the X in AXIS away from the top, bottom, left and right.



4.3 Preferred Logo Usage

Whenever possible, the Axis logotypes should be used in full color on a white background.

In exceptional cases, alternative versions of our logotype may be used:

- > Line-art – for monochrome printing.
- > Grayscale – for grayscale printing.
- > Negative (white) – for use on dark backgrounds or objects.
- > Engraved or embossed – for special purposes, e.g. certain giveaways.



The preferred logo on a white background.



Grayscale logo on a white background.



The logo reversed out of a sufficiently sufficiently light dark background.



The preferred logo on a background.



The logo reversed out of a sufficiently dark background (for use on 1-color material).



Black and white logo on a white background (for use on 1-color material).

4.4 Logo Violations (Non-Exhaustive)

The Axis corporate and partner logotypes are registered trademarks and are important for partners to communicate in a clear and concise manner their relationship to Axis. They act as a quality label to end users. The Axis corporate logotype is important for establishing and protecting corporate and product identity. Both are fragile rights that can be lost through misuse. The Axis logotypes therefore must be used properly and consistently.



Do not reverse the logo on a background that clashes.



Do not use the logo on a complex background.



Do not reverse the logo on too light a background.



Do not use the logo on too dark a background.



Do not fill the logo with a pattern.



Do not alter the logo or remove any elements.



Do not alter the colors of any part of the logo.



Do not alter the typography.



Do not distort the logo.



Do not angle the logo.

CONTACT INFORMATION

www.axis.com/request

CORPORATE HEADQUARTERS, SWEDEN

Head office, Lund
Axis Communications AB
Emdalavägen 14
SE-223 69 Lund
Tel: +46 46 272 18 00
Fax: +46 46 13 61 30

SOUTH ASIA PACIFIC REGIONAL OFFICE, SINGAPORE

SINGAPORE

Axis Communications (S) Pte Ltd
7 Temasek Boulevard
#11-01A Suntec Tower 1
Singapore 038987
Tel: +65 6836 2777
Fax: +65 6334 1218

AUSTRALIA

Melbourne
Axis Communications Pty Ltd
Level 11, 63 Exhibition St
Melbourne
VIC 3000
Australia
Tel: +61 3 9982 1111

Sydney
Axis Communications Pty Ltd
Level 5, Nexus Norwest
4 Columbia Court,
Bella Vista, NSW, 2153
Tel: +61 2 8860 9602
Fax: +61 2 8860 9696

Brisbane
Axis Communications Pty Ltd
Level 18, 333 Ann St
Brisbane
QLD 4000

INDIA

Bangalore
Axis Video Systems India Pvt Ltd.
No. 7, "Devdas Manor", 3rd Floor
2nd Cross, CSI Compound
Mission Road, Bangalore-560 027
Karnataka
Tel: +91 (80) 4157 1222
Fax: +91 (80) 4150 6468

Mumbai

Regus . No. 409
Level 4, A wing, Dynasty Business Park,
Andheri-Kurla Rd
Andheri East, Mumbai 400059
Tel: +22 6786 9191
Fax: +22 6786 9199

New Delhi

Axis Video Systems India Pvt Ltd
Regus Elegance
2F, Elegance
Jasola District Centre Old Mathura Road
New Delhi, 110025

MALAYSIA

Axis Communications Video Sdn Berhad
A-25-2, Level 25, Menara UOA Bangsar,
No. 5, Jalan Bangsar Utama 1
59000 Kuala Lumpur
Malaysia
Tel: +60 19 214 4481

www.axis.com

About Axis Communications

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world – driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.

Axis has more than 1,400 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.