

Lund, January 27, 2012

Axis signs distribution agreement with ADI for the Swedish market

Axis Communications today announced that it has signed an agreement with ADI for the distribution of Axis network video products on the Swedish market. Customers in Sweden will now have easier access to the Axis network video products and augmented expertise and service from ADI.

“As one of the leading Swedish security distributors, ADI is a strategically important partner of Axis Communications. ADI has the wide competence and expertise needed to drive the transition from analog to digital surveillance in the Swedish market and ADI will be an important addition to our distributor channel.” says Phil Doyle, Regional Sales Director Northern Europe, Axis Communications.

Axis broad network video portfolio fits well with ADI’s range of security products and solutions targeted at the entire surveillance market.

“This agreement reflects our continued investment in network video. Today, Axis becomes a significant supplier to ADI in the global market and it is a natural that ADI Sweden will also distribute products from the leading manufacturer of network cameras. Axis complements our range of network video products which now, also includes the leading software vendors,” says Anders Henning, Country Sales Leader of ADI Sweden.

Axis is, after 25 years on the market, one of the pioneers in network products, and was the first company to introduce a network video camera in 1996. The company is recognized as the global leader of network video cameras.

About Axis

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 analogue to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring and are based on innovative, open technology platforms.

Axis is a Swedish-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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