

Lund, February 27, 2014

## Axis Communications—30 successful, innovative years

**Axis Communications is celebrating its 30th anniversary. Founded in 1984 in Lund, Sweden, Axis has developed innovative products, solutions, and technologies throughout its history. By constantly staying on technology's leading edge, Axis is the global market leader in network video and continues to drive industry innovation by launching pioneering products and solutions.**

Axis is constantly developing and revitalizing itself as a company—a critical success factor that explains the company's growth. Martin Gren, Mikael Karlsson, and Keith Bloodworth founded Axis in 1984. Then, the company developed and sold network printing solutions. A strategic shift and launch of the world's first network-based surveillance camera laid the foundation for the Axis of today: a global market leader in network video, whose intelligent security solutions enable a smarter, safer world.

“We're very proud of everything we've accomplished during these past 30 years,” says Ray Mauritsson, president, Axis Communications. “Our success is based on a combination of innovative products and solutions, a global network of loyal partners, and a dedicated team.”

Axis is the global market leader with more than 1,600 employees in more than 40 countries and 65,000 partners in 179 countries. In 2013, sales climbed to SEK 4,717 million; growth reached 17%.

Continuous information and capabilities sharing with its partners has been a key part of Axis' role as industry leader. The Axis Communications Academy is one example. Since 2005, more than 35,000 persons have gone through the partner training program and learned about the advantages of network video.

Entrepreneurial spirit and commitment—key success factors—characterize the Axis corporate culture. Spirit and commitment drive Axis' development of the network video market and enable the company to stay ahead of the industry with its sights set on continued growth. Axis encourages new ideas and visionary thinking so that its employees together can create the best, possible customer and partner solutions.

Axis invests extensively in research and development (R&D)—to ensure innovative product and solution developments for a smarter, safer world. In 2013, the company invested 15% of revenue in R&D. Axis employs more than 500 engineers worldwide. For 2014, the company's strategy is to continue recruitment for R&D, sales and marketing.

During its 30 years, Axis has received many prestigious prizes, honors, and awards. Here are a

few of Axis' cutting-edge product and technology innovations:

1996 World's first network-based surveillance camera; AXIS 200.

1998 World's first video encoder; AXIS 240 and network document server.

2004 First network camera with Power over Ethernet and MPEG-4 compression.

2009 First network camera with HDTV resolution.

2010 World's first thermal network camera; AXIS Q19 Thermal Network Camera Series.

2011 Innovative Lightfinder technology that renders clear color images in the dark.

2012 AXIS Camera Companion; software for small installations that make intelligent cameras easily accessible even for small businesses.

2013 Network-based access control; AXIS A1001 Network Door Controller.

Axis' 30th anniversary will be celebrated around the globe with various partner events as well as internal activities for the employees.

***For further information about Axis Communications, please contact:***

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***About Axis***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.*

*Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).*