

London, March 2, 2011

## Axis Communications makes three key appointments

Axis Communications ([www.axis.com](http://www.axis.com)), the global leader in the network video market has further strengthened its sales, business development and training teams with three key appointments.

In response to the increasing demand for network video and its impressive end of year results announced earlier this month, Axis has created a number of positions in its Northern Europe team which covers the UK, Ireland and the Nordic countries.

David Needham has been appointed as key account manager for the North East, UK and Ireland. Daren Lang, who has been with Axis for four years, has been appointed as business development manager and will be responsible for overseeing the Application Development Partner programme and the Technology Partner programme in the Northern Europe.

In addition, Viktor Svarm has been appointed as regional trainer for Northern Europe to play a key role in the Axis Communications' Academy training programme.

Of the appointments Phil Doyle, regional director, Northern Europe, at Axis Communications said: "We are continuing to experience high demand for our IP surveillance products and are therefore frequently looking to recruit people with the right skills and experience to drive our business forward.

"These appointments reaffirm our commitment to attracting industry leading talent, developing our partner relationships and delivering the very best service to our customers."

David Needham joins Axis from Panasonic where he was Northern area sales manager for the UK and Ireland. Prior to that, he worked with GE Fibre Communications where he specialised in fibre optic solutions for CCTV and broadcast solutions.

Daren Lang has spent over 15 years in the electronic security industry, four of them with Axis, and has overseen many major developments in this sector, not least the transition from analogue to digital surveillance. Daren has been directly involved in a number of projects utilising cutting edge surveillance technology, including sophisticated analytics and one of the very first HDTV surveillance systems in the UK.

Viktor has a strong training and technical background and in his new role at Axis will be responsible for all training in the Northern Europe region and will focus initially on the Axis Communications Academy, introducing new training courses for Axis' partners in the region

For more information about Axis' range of network video cameras and applications, please visit [www.axis.com](http://www.axis.com). Follow us on Twitter at <http://twitter.com/AxisIPVideo>.

*Notes to editors*

*Axis Communications is the global market leader in the network video market. The network camera market is set to have a CAGR of 27 per cent per year over the next five years. The world market for video surveillance products is forecast to be worth more than \$14,474 million by 2014 according to industry analyst house IMS Research ( [www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2009 Edition' published in August 2009*

*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](http://www.axis.com).*

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*For more information about Axis' range of network video cameras and applications, please visit [www.axis.com](http://www.axis.com). Follow us on Twitter at <http://twitter.com/AxisIPVideo>.*