



PRESS RELEASE

London, April 3, 2012

Axis to set industry standard with launch of IP surveillance certification

Axis Communications, the global leader in the network video market, has today announced that the UK launch of the world's first professional network video certification will take place at the global security event, IFSEC International.

The certification, launched by the Axis Communications Academy, which since its inception has trained more than 250,000 individuals worldwide, is open to security professionals who want to validate their expertise and knowledge in IP video surveillance. It is part of Axis' channel partner programme, and will be a pre-requisite for partners to maintain status levels.

Phil Doyle, regional director, Northern Europe, at Axis Communications, said: "New technologies, applications and integration possibilities are driving network video convergence, so at Axis we are dedicated to giving partners the skills and expertise needed to succeed in this increasingly competitive market."

"The Axis Certification Programme is the first industry standard available to professionals. It not only provides valuable professional development but is a unique differentiator for end-customers to recognise as a sign of quality, giving our partners added credibility as providers of video surveillance solutions."

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The 70 question exam, designed specifically for system designers and technical sales professionals, measures knowledge of Axis' extensive product portfolio and serves as a comprehensive indicator of the latest network video technologies, solutions and best-practice design and implementation techniques.

Axis' partners that achieve certification will get access to a whole host of additional benefits including active promotion via advertising, events and eNews; as well as targeted co-marketing opportunities.

Phil continues: "With the ever-increasing demand for the newest IP technology comes a responsibility of vendors, system designers and integrators to ensure that network-based surveillance systems are properly designed, installed and maintained."

"The Axis Certification Programme is a significant step forward in our commitment to ensuring that the end-user gets the most value out of their investment in IP CCTV surveillance.

"The Axis Certification Programme will be officially launched at our stand (E62 Hall 5) on Tuesday 15th May at 4:45pm, followed by a drinks reception. So we welcome anyone interested in finding out more to come along and meet the team."

The certification exam will be available from 4th June 2012 at Prometric testing centres across the country and will cost approximately £94 (\$150). Those interested in becoming an Axis Certified Professional can either register online at <http://www.axis.com/certification/uk/> or visit Axis' second stand in Hall 5 at IFSEC (E62/5). Axis will also be holding preparation courses at the show for anyone that is keen to prepare for the exam.

For more information about the Axis Training Academy and certification www.axis.com

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) 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 .

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