

London, August 16, 2012

Axis' partners embrace professional certification

The first five partners pass Axis Communications' certification in network video

The first of Axis Communications' partners have passed the world's first professional network video certification launched by Axis Communications Academy in the UK in May this year. The certification is open to security professionals who want to validate their expertise and knowledge in IP video surveillance. It is also now a requirement to achieve and maintain Solution Partner status in the Axis Channel Partner Program.

The candidates had to pass a 70 question exam, designed to test their skills as system designers and technical sales professionals. It measures knowledge of Axis' network video portfolio as well as serving as a comprehensive indicator of the latest network video technologies, solutions and best-practice design and implementation techniques.

Greg Innes, technical manager, NW Systems Group Limited said: "The Axis Network Video Exam, part of the Axis Certification Program, has assisted in my professional development and benefits customers of NW Systems Group Limited. It has expanded my knowledge of the latest network video technologies, solutions, and design. Also being one of the very first people to take the exam, it gives me valuable knowledge to provide the very best to our customers when planning and implementing their systems."

Other successful candidates included James Drinkwater also from NW Systems, Jarod Booth from Anixter, Ray Pugh from Dimension Data, Robert Jarred from Expedite, as well as Miles Davies from Kent CCTV & Data who said: "I am very glad to be a part of an expert certification program to show our skills in the IPCCTV industry."

Henrik Boman, regional sales engineering & training manager, Northern Europe, Axis Communications said: "I want to congratulate the first graduates of the Axis Certification Program. We want to set the bar in terms of professional standards for network video. The way our partners have embraced this qualification proves that there is a desire to set standards, differentiate and stand out from the crowd.

"The certification is part of the Axis Communications Academy which has seen us deliver classroom-based training to more than 25,000 individuals worldwide since 2005." 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.

The certification exam is available at Prometric testing centres across the country and costs approximately £94 (\$150). Those interested in becoming an Axis Certified Professional can register online at <http://www.axis.com/certification/uk/>

ENDS

For all media enquiries, please contact:

Deborah Simcock, Insight Marketing & Communications

Phone: + 44 (0) 1625 500800, E-mail: axis@insightmkt.com

About Axis

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analogue 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 over 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 172 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. Follow us on Twitter: @Axis_NEur