

Watford, September 17, 2013

Axis toasts partner success at annual VIP awards

Axis Communications, the global leader in network video, continued its annual tradition of recognising the outstanding performance of its partners when it recently held its VIP Partner Event and 2013 awards.

Axis invited 40 of its top-performing gold partners from across the Northern European region to the VIP Partner Event held in Copenhagen, Denmark. The theme for the event was 'experience smarter video surveillance' and aimed to reinforce how effective partnerships could drive market growth.

The 2013 award categories and winners were:

- **Enterprise Project of the Year - Tyco/ADT**

Heathrow Airport catered for over 70 million passengers last year, and with the redevelopment of Heathrow Terminal 2 set to be complete in 2014, it demanded a state-of-the-art video surveillance system be installed by Tyco/ADT; an integrator with a pedigree in delivering enterprise security projects.

- **Innovative Solution of the Year - 2020 Vision**

Reflecting a trend of video applications beyond security and surveillance, 2020 Vision's solution demonstrates the positive role IP video can play in today's world. An innovative audio-visual monitoring solution providing 24-hour situational awareness, designed to significantly improve the lives of a family caring for their son who suffered severe brain damage at birth.

- **High Growth Partner of the Year - Securitas**

Having shown phenomenal growth over the last 12 months, Securitas continues to go from strength to strength in embracing and leading with IP solutions across the region. Its remote video solution has gained significant momentum in the market and includes a prestigious installation in Tivoli, Copenhagen.

- **UK & Ireland Partner of the year - Tyco/ADT**

With a stellar performance in the last year, Tyco/ADT has embraced IP across its business, reinforced by a significant investment in Axis Academy training for their personnel. Following on from its tremendous success in securing high-profile projects across segments spanning retail, transportation, healthcare and stadiums / venues.

- **Axis Certified Professional Partner of the Year - Quadrant**

Against a backdrop of a wider industry debate about regulation and systems installed according to best practice, this company has seen the value in achieving certified professional partner status, providing reassurance to their end user customers that their installation team have achieved the highest possible accreditation with the market leader in network video.

Atul Rajput, regional director, Northern Europe at Axis Communications said: “We have a proud history of constantly working with our partners to achieve industry excellence. Our VIP partner event allows us to reward our top-performing partners, giving them the recognition they deserve.

“The convergence to IP video has meant far more opportunities for our partners and we are working closely with them to help them capitalise on these.

“All the award winners have demonstrated that they possess a level of knowledge that marks them out as leaders in this fast-paced market and I would like to take this opportunity to congratulate them on their achievements.”

For more information about Axis Communications partner program visit <http://www.axis.com/partner/>.

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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 analog 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 more than 1,500 dedicated employees in 40 locations around the world and cooperates with partners covering 179 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.