

London,

Axis Communications hosts master class at Retail Fraud 2010

Axis Communications, the global market leader in the network video market, will be hosting a master class on 'How to start a retail IP surveillance program' at Retail Fraud 2010.

Axis has invited independent retail consultant and former editor in chief of IP Video Security Magazine, Keven Marier to host its master class at the event which tackles all aspects of physical and technological fraud prevention within the retail and online environment.

Phil Doyle, managing director, Axis Communications said: "Retailers have been facing the toughest conditions for decades. Crime prevention methods are more important than ever and this master class session provides an invaluable opportunity to learn about how to start a retail IP surveillance program - starting with the business case, proof of concept and pilot development."

The session is designed to benefit security directors and consultants alike as during the session Keven will talk through real life examples, including the world's largest IP camera deployment. He will also advise on how to set executive expectations, manage engineering resources and how to partner with manufacturers to successfully start and complete network video surveillance programs.

Now in its 7th year, Retail Fraud is the largest retail fraud and loss prevention conference in the UK. Axis Communications' master class will take place between 10:45am – 11:45am on Tuesday 20th April 2010 at Novotel London West. For more information about the session or to book a place, visit www.retail-knowledge.com/RF2010/agenda.html.

Notes to editors

1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next three years, 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 2008 Edition' published in November 2008.

About Axis Communications

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 analog 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 Sweden-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 the NASDAQ OMX Nordic, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com

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