

Watford, April 7, 2014

Axis to demonstrate a ‘new world’ of video surveillance at the Counter Terror Expo

Axis Communications, the global leader in network video is all set to demonstrate how video surveillance helps to protect people, property and assets as well as optimise processes and improve efficiency, when it exhibits at the Counter Terror Expo in April.

As well as showcasing its latest network video innovations at the international security trade show, Axis will be joined by Digital Barriers, which specialises in advanced surveillance technologies to the international domestic security and defence markets.

Axis will be exhibiting at stand E45 at the event at the Olympia in London. At the Axis booth, visitors will get the chance to explore the benefits of network video solutions for any public infrastructure surveillance application, especially around the following areas:

- Efficient protection of people and property
- Reduced vandalism and crime
- Enhancement of the city’s image
- Improved traffic monitoring.

Furthermore, throughout the two day event, Axis will be delivering the following seminar:

- Future trends in the use of video surveillance analytics

Speaker: Daren Lang, business development manager for Axis Communications

Date: Wednesday 30th April at 1:30pm

Location: Integrated Security Workshop.

Atul Rajput, regional director, northern Europe, Axis Communications, said: “The secret to success in the world of video surveillance is to create an environment where everyone can perform at their best while feeling safe and secure.

“Network video offers countless possibilities for infrastructure operators to integrate security, safety and production control in one system; a system that allows supervision of all processes, video surveillance, intrusion protection and access control to remote sites, several locations and, if needed, into one centrally-located control room and even on a smartphone!”

“At the event, we hope to demonstrate to our guests that regardless of what other technologies are being used, the network camera should always be the starting point when planning and designing the surveillance and protection of critical infrastructure.”

Dave Oliver, director UK enterprise account sales at Digital Barriers, added: “We are very excited to be launching our SafeZone-edge embedded intrusion detection system at Counter Terror Expo. It combines performance, simplicity, resilience and affordability. It has been certified under the Home Office’s i-LIDS® scheme as a primary detection system for operational alert use in sterile zone monitoring applications. It provides a compelling new argument for Axis camera installers and operators to embed analytics at the edge of the network.”

Amongst others, Axis will be exhibiting the following products:

- AXIS P5414-E PTZ Dome Network Camera – Intelligent direct drive PTZ dome with HDTV 720p
- AXIS P8514 Network Camera - Eye-level covertly mounted HDTV camera
- AXIS P3384-VE Network Camera – Outdoor, vandal resistant HDTV fixed dome with outstanding video quality in demanding light conditions
- AXIS P1204 Network Camera – Miniature HDTV pinhole camera for discreet surveillance
- AXIS Q6045-S PTZ Dome Network Camera – Pressurised, stainless steel PTZ dome with HDTV 1080p

Now in its 6th edition, Counter Terror Expo is the premier international event offering the most comprehensive display of technology, equipment and services alongside a high level education programme designed to protect against the evolving security threat. The event will take place on Tuesday 29th April and Wednesday 30th April at Olympia in London, it will attract some 9,500 attendees and over 400 exhibitors.

To find out more about Axis’ presence at the Counter Terror Expo 2014, visit:

http://www.axis.com/counter_terror_expo/index.htm

For Axis media enquiries, please contact:

Alex Henshall or Eleanor O’Connell at Good Relations Regional

Phone: + 44 (0) 1625 500800, E-mail: axis@goodrelationsregional.co.uk

For further information about Axis Communications, please contact:

Kristina Tullberg, Regional PR Specialist, Axis Communications

Phone: + 46 46 272 1800, E-mail: kristina.tullberg@axis.com

About Axis:

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS. More information about www.axis.com.