

London, May 27, 2009

## **Axis Communications expands UK team - Axis adds to team and announces new channel manager**

**Axis Communications, the global leader in the network video market<sup>1</sup> demonstrates its commitment to the UK surveillance industry as it continues to expand its UK team.**

Axis has today announced the appointment of Lisa Smith as channel manager for the UK and Ireland. Lisa has been with the company for over six years and has taken this position to provide maternity cover. She brings a wealth of experience to the role having managed internal sales for the company for three years.

As channel manager, Lisa will be responsible for managing Axis distribution partners in the UK and Ireland and training channel partners on Axis products. Commenting on her promotion Lisa said: "Having worked for Axis for a number of years I have a comprehensive understanding of Axis products and the Channel Partner Programme and I am looking forward to sharing this knowledge with our distribution partners."

Phil Doyle, managing director, added: "As the demand for IP-based surveillance solutions continues to increase we are committed to providing the best support for our channel partners. Lisa not only understands the Axis offering but she also has an in-depth knowledge of the UK channel, making her a valuable resource for our distribution partners."

In addition to Lisa's role, Axis continues to expand its team with the appointment of Beverley Cook as office manager. Beverley joins the company from finance recruitment company, the Premier Group.

Doyle concluded: "We are dedicated to expanding the team to ensure that we are able to meet the increasing demand for network video solutions in the UK and to guarantee that we deliver the consistently high standards that are synonymous with the Axis brand."

Hitchin based, Axis Communications offers a wide range of network video solutions and counts Knowsley Community College, Stafford General Hospital, the Royal Academy of Arts and the University of East Anglia among its client base.

### ***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](http://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](http://www.axis.com)*

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