

Watford, September 25, 2015

37 Leading Companies Join Axis For Innovative Industry Showcase Events

Axis shines the light on new software and technologies with 2015 showcase event

Axis Communications, the global market leader in network video has unveiled the dates for two events showcasing some of the leading companies in the network video industry, covering a number of different areas including business management applications, hardware and technology, physical access controls, security applications, transmission and storage and video management software.

The open days, which will this year be held at two locations – in the UK on 24 November 2015 and at Axis Communications HQ, Lund, Sweden on 26 November 2015 - offer the chance to meet over 35 leading software and technology providers, all in one day and under one roof.

Visitors will be able to learn about the latest developments and opportunities in all areas of network video including video analytics, business intelligence and associated technologies, through demonstrations of real-life applications and solutions delivered by some of Axis' key development partners.

All of the exhibiting companies are members of the Axis Application and Technology Partner Programmes which has been running for 15 years and is designed to offer members of the Axis Channel partner programme access to leading innovation and technologies.

This year's event will be the largest of its kind in the UK and Sweden and will shine a light on the Axis partner eco system helping customers, both existing and new, to understand how the partner relationships deliver the highest quality solutions to the meet the needs of the end user. Doug Adams, Axis Business Development Manager for the Application Development Programme and Technology Partner Programme explained the value of the events: "We're very excited about this year's events. This event will showcase more of our partner eco system than ever before, helping everyone involved to better understand the enhanced offerings available and how to maximise the opportunities available through providing best of breed solutions.

"Recent developments mean that network video now offers the potential to move into new areas outside of the traditional domain of safety and security, this event will provide an opportunity to network with the companies who are driving these changes."

The event is open to installers, system integrators, consultants, end users and anyone who would benefit from the opportunity to see how Axis and its partners can provide solutions to meet their surveillance and business requirements.

The showcase events will be held over two days in two countries within Northern Europe - day 1

in Sopwell House, St Albans, Hertfordshire, UK and day 2 at Axis HQ, Lund, Sweden. The format will be an informal drop in day starting at 10am and finish around 4pm. There will be more than 35 partners showing solutions covering multiple applications.

To register for the event follow this link: <http://www.axis.com/events/ne-adp-days>

Please note – Journalists are invited to attend the event in the UK on 24 November 2015. Please register using the link above or contact the UK press office to reserve your place.

The following companies will be showcasing at both or one of the events:

Agent Vi, Aimetis, Avaya, BCD Video, Buffalo Technology, Cathexis, Cognimatics, Digital Barriers, Entelec, Everseen, Facit Data Systems, Faltcom, Genetec, Icomera, Icomply, Infobric, Innoware, IPS, Milestone, Mirasys, Nedap, Optex, Qognify, PR3 Labs, Prism, Raytec, Razberi Technologies, SeeTec, Secure Logiq, Sound Intelligence, Thinking Space, Veracity, Vizualize, Wavestore, Western Digital, Xtralis, Zenitel

For more information about Axis Communications visit: www.axis.com

For all Axis media enquiries, please contact:

April Kerr or Zoe Ensor at Good Relations:

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

For further information about Axis Communications Northern Region, please contact:

Kristina Tullberg, PR and Communications Specialist, Axis Communications Northern Europe

Phone: + 46 46 272 1800, E-mail: pressoffice-ne@axis.com

About Axis Communications

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 customers 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 1,900 dedicated employees in more than 40 countries around the world, supported by a network of over 70,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com

Follow us on Twitter: [@Axis_NEur](https://twitter.com/Axis_NEur)