



## PRESS RELEASE

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# **Axis expands its expertise beyond large and medium enterprise to address small business security needs at IFSEC International 2016**

**Building on its specialism in the medium-sized and enterprise security markets, Axis experts will also demonstrate how its new Companion line solution delivers benefits of IP-based video surveillance to SMBs**

Axis Communications, the market leader in network video, will be demonstrating its newly launched video surveillance solution at IFSEC International 2016, the AXIS Companion line, developed to address the small business segment. Responding to the market's need for a simple, cost-effective solution, it has been crafted for small businesses such as shops, restaurants and offices that have a basic need for video surveillance to secure employees, customers, premises and assets. Axis experts will be on hand to showcase how the Companion line can alleviate the security burden for company owners, enabling them to instead focus on enhancing their core business.

The AXIS Companion line works straight out-of-the-box and has everything a small business requires for a complete, professional security system. At the core of the new line is the AXIS Companion Recorder, an 8-channel network video recorder with a built-in PoE switch for cost savings and ease of installation. The installation process has also been streamlined with an update to the AXIS Companion video management software. The upgrade includes mobile app functionality for iOS or Android devices, removing the need for a PC during system setup.

The Axis team will showcase the new Companion line on stand E1000 at IFSEC, which is being held between 21st and 23rd June at London Excel. Axis experts will also be on hand to offer presentations looking at how the Internet of Things is set to revolutionise the way the security industry operates; the use of video surveillance in the retail environment; how sustainable solutions are the future for the surveillance industry, and how Axis is staying ahead of the competition with innovative solutions, such as Zipstream data compression technology.

“This year’s IFSEC will be the most exciting to date in terms of the solutions being showcased by Axis and its partners,” states Daren Lang, Business Development Manager at Axis Communications. “Today’s security solutions have much higher demands placed upon them in regards of openness and interoperability. Axis will showcase how this looks today with a fully networked and integrated range of cameras, access control, audio and software solutions.”

Daren Lang continues, “We’ve entered the small systems market with the fantastic new AXIS Companion line of products, cementing our leading position in the mid-size market with the introduction of new product areas to complement our current video offering. We’re also continuing to innovate in the enterprise market through work with our best of breed development

partners. Regardless of where your interest lies, there is something for everyone on the Axis stand at IFSEC.”

Three Axis partners will be on hand to discuss their technology and how it integrates with Axis. Morphean will present its smart and innovative Security-as-a-Service solution, VIDEOPROTECTOR, a high-performing end-user solution. Avaya will showcase Fabric Connect, a service that helps simplify a network to reduce operational costs, allowing better agility and increased efficiency. Finally, Assa Abloy will be available to talk about how ASSA ABLOY Aperio® wireless lock technology can provide businesses the flexibility to add access control features to almost every opening in any environment.

To learn more, Axis experts will be available on stand E1000 at IFSEC International 2016 to discuss how its new Companion line has been developed to address the specific needs of small business owners: <http://www.axis.com/events/ifsec2016>

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

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