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Security Industry Veteran Hedgie Bartol Joins Axis Communications' Growing North American Team to Drive Retail Convergence

Bartol to work alongside Axis' Jackie Andersen as Retail Business Development Manager; N. American team continues growth with 30-plus new hires in 2011

CHELMSFORD, Mass. – August 31, 2011 – Axis Communications, the global leader in the network video market, today announced the addition of industry veteran Hedgie Bartol as new Retail Business Development Manager, North America. The former sales and business development expert at Diebold and most recently Milestone Systems brings more than 15 years of expertise in serving retail loss prevention programs and is part of Axis' aggressive personnel growth in 2011, which led to the company topping 1,000 employees worldwide (Interim Report, January-June 2011).

As Retail Business Development Manager, Bartol will work in tandem with Jackie Andersen to drive the technology shift from analog to IP in the retail market by helping partners and customers design strategic surveillance solutions that maximize loss prevention and streamline business operations. His extensive expertise in a multitude of retail-specific solutions includes access control, identity management and fraud prevention technologies, video management software, and network camera deployment.

“Video surveillance has been the cornerstone of loss prevention programs for retail outlets across North America and the growth potential for network video has really accelerated these last couple of years. As image quality has far surpassed old analog technology and retailers understand how much more they can do for their business with IP, it was clear that we needed to add a second retail BDM to help meet the growing demand,” said Fredrik Nilsson, general manager, Axis Communications Inc. “Hedgie’s high-caliber background and overall knowledge of the retail industry will be an asset to our ultimate goal of driving the shift from analog to network video.”

Prior to joining Axis, Bartol served as retail sales manager for Milestone Systems where he worked to develop the vertical market segment through end-user and channel partner relationships. Bartol also gained extensive experience as the national business development manager for Diebold’s Retail Solutions Group by increasing revenue, identifying creative marketing opportunities, and ultimately establishing the Diebold brand in retail.

In these roles, Bartol has secured a multitude of national retail accounts and built strong brand recognition with his active industry participation and strategic relationships. During that time he was always a close Axis partner.

“I have been an avid Axis advocate for many years, and have always held a deep respect for what

this company brings to the entire network video industry,” said Bartol. “The surveillance challenges that retailers face today are changing and require extra attention. Thanks to the always open team atmosphere that’s part of Axis’ company culture, we work together to try and give partners and customers all the attention they need.”

Bartol is a graduate of Catawba College in Salisbury, N.C., and serves on the Retail Council of ASIS as well as the Advisory Board of Loss Prevention Magazine and other various trade organizations.

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 Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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