

Chelmsford, Mass., September 14, 2011

Axis Communications to Celebrate 15-Year Anniversary of the Network Camera at ASIS International

IP Camera Inventor and Axis Co-Founder to Host Birthday Party; Axis Experts Leading Educational Sessions and Product Demonstrations; AXIS Q1602 with Lightfinder Technology Wins ASIS Accolades

CHELMSFORD, Mass. – September 14, 2011 – At next week's 57th annual ASIS International event, September 19-22, in Orlando, Axis Communications (booth #2137) will celebrate the 15-year anniversary of the network video camera by hosting a birthday party at its booth, showcasing its latest network camera technologies, and participating in 10 different educational sessions. Please visit the Axis ASIS microsite for more information: www.axis.com/asis.

Happy Birthday IP Video

In September of 1996, Axis Communications launched the world's first IP camera at a tradeshow in the U.S. At the time, the camera was intended for Web attraction – but it marked the first step in the shift from analog CCTV to network video, which today makes up an estimated \$2.5B of the total surveillance market.

To recognize 15 years of the network camera, Axis invites all ASIS show attendees to a birthday party in its booth #2137 on Tuesday, September 20, 2011 at 3:30 pm to toast to the past, present, and future of IP video with Martin Gren, Axis co-founder and inventor of the network camera. Attendees can enter to win a signed AXIS M1011 Network Camera and enjoy refreshments while celebrating with the company.

Axis Booth #2137: The Driving Force of Network Video on Display

Axis will demonstrate its latest innovations in network video in booth #2137, including the palm-sized AXIS M5014 PTZ Dome Network Camera, AXIS P3367-V/-VE Fixed Dome Network Cameras with P-Iris control, AXIS Q1602/-E Network Camera with Lightfinder technology, and IP migration strategies with AXIS M70 and P72 Series Video Encoders.

Also in the booth, Axis experts will be on hand to walk attendees through a product timeline that showcases network video innovations over the last 15 years. As a toast to the future of network video, Axis has added a new low-light demonstration pod alongside the popular hosted video command center, IP migration solutions encoder rack, and Axis Police Car.

Finally, each and every hour Axis will be running a short company demonstration and giving attendees a chance to win a wireless AXIS M1031-W Network Camera.

AXIS Q1602 Network Camera Named ASIS Accolades Winner

At ASIS International 2011, AXIS Q1602/-E Network Camera will be recognized as an ASIS Accolades winner thanks to its innovative color-at-night Lightfinder technology. This prestigious distinction recognizes the security industry's most innovative new products, services, and/or solutions from more than 70 entrants.

AXIS Q1602 is the market's most light sensitive camera, incorporating Axis' Lightfinder technology that enables users to see detail and colors in low light. Come see the product in action for the first time in North America.

Speaking Sessions

Axis executives will participate in 10 different ASIS-run educational sessions throughout the conference, including:

Video Quality in Public Safety: First Responder Case Studies

When: Monday, September 19, 2011 1:45 PM - 3:00 PM

Where: Room W304E

Axis Speaker: Steve Surfaro, Security Industry Liaison

Innovation or Confusion? How High Tech Industries Impact Electronic Security Systems?

When: Tuesday, September 20, 2011 4:30 PM - 5:30 PM

Where: Room W315AB

Axis Speaker: Fredrik Nilsson, General Manager

Pardon the Industry Expert: How Security Policies, Procedures and Products Uniquely Affect Vertical Markets

When: Wednesday, September 21, 2011 11:00 AM - 12:00 PM

Where: Room W304F

Axis Speaker: Scott Dunn, Director of Business Development, Industry Segments

City Surveillance: Overcoming Privacy Concerns to Win Over Your Community

When: Wednesday, September 21, 2011 3:30 PM - 5:00 PM

Where: Room W310AB

Axis Speaker: James Marcella, Director of Technical Services

Click [here](#) for a full list of Axis' participation in speaking sessions.

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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