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## Axis Opens New Office in the Heart of Mexico City for its Growing Local Partner and Practitioner Community

**Grand Opening will highlight 15 years of network video and showcase office features, including new training center**

CHELMSFORD, Mass. – September 21, 2011 – Axis Communications, the global leader in the network video market, is expanding its global operations with a new office in the north zone of Mexico City, Mexico, in order to provide robust local service to partners and end-user practitioners. Axis sees great interest for network video in Mexico, Central America and the Caribbean and, by strengthening its local presence, improves the opportunity to accelerate the shift to IP video surveillance in this growing market.

The office will be inaugurated with a VIP Grand Opening event on Thursday, September 29 from 11:00 am to 7:00 pm at the new location of Manuel Avila Camacho, No. 170, Mexico City, Mexico (located between Ejercito Nacional and Av. Palmas in Col. Reforma Social).

At the Grand Opening, North American executives, including Axis General Manager Fredrik Nilsson and Mexico Country Manager Fernando Esteban, will join local staff and partners for a ribbon cutting to

“Celebrate 15 Years of IP Video” – a market Axis invented with the launch of the first network camera in 1996. Attendees will have the opportunity to network with the Axis staff, enjoy a gourmet coffee bar and cocktail hour, as well as participate in an Axis Academy course in the brand new training room.

At the end of the Grand Opening the company will giveaway an Apple iPad to one lucky guest.

“Following our Canadian opening in Ontario, this marks the second year in a row that we’ve opened a new office in the growing North American region,” said Nilsson. “The demand for network video products is high here thanks to the many benefits the technology offers over its analog predecessor, like improved image quality, better functionality, scalability and total cost of ownership. It’s our job to provide our partners with all the local resources that they need to meet



*Axis’ newest office is located at Manuel Avila Camacho, No. 170, in the north zone of Mexico City, Mexico.*

this demand and drive the technology shift.”

Since year-end, Axis has increased its global presence with company personnel in the Czech Republic, Hungary, Turkey and Saudi Arabia. The company today has a corporate presence in 37 countries and, as of August 31, has 1,061 employees – an increase of 147 people since year-end.

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

***Contacts:***

*Domenic Locapo  
Axis Communications  
978-614-2074  
[dlocapo@axis.com](mailto:dlocapo@axis.com)*

*Matt Flanagan □  
fama PR, Inc.  
617-986-5002 □  
[axis@famapr.com](mailto:axis@famapr.com)*