

Chelmsford, Mass., April 18, 2012

## Axis Officially Opens the Doors to New North American Headquarters and State-of-the-Art Axis Experience Center

**New Chelmsford, Mass. office is more than three times larger than previous space; Axis Experience Center includes command center demo room, product museum, executive conference rooms, 50-person auditorium and training center**

**CHELMSFORD, Mass. – April 18, 2012** – Axis Communications, the world leader in network video, held an official grand opening celebration last week for its new North American headquarters with a private cocktail event for local partners in the state-of-the-art Axis Experience Center.

Axis' new 60,000 square foot office is located at 300 Apollo Drive in Chelmsford, Mass., about 30 minutes from Boston and on the same campus as its previous facility. Of Axis' 150-plus North American employees, nearly 90 from business development, sales, marketing, technical services, finance and human resources work in the horseshoe-shaped space on the third floor, while the first floor is home to Axis' unique twist on the typical executive briefing center: the Axis Experience Center.



*<i>General Manager Fredrik Nilsson cuts the ribbon at Axis' new North American Headquarters, which features the state-of-the-art Axis Experience Center.</i>*

To better serve its partners and sales team out in the field, Axis tripled the size of its IP camera demo network, including outdoor models installed on the building's rooftop for the first time. Additionally, the secure network was built to scale so that the entire Axis product line can be featured as new IP cameras are launched.

Axis also built three separate labs on the third floor for product testing and troubleshooting. The Partner Lab provides Axis Application Development Partners with an opportunity to remotely access network cameras and test their software and applications. The Axis Network Camera Lab for internal testing was quadrupled in size to include every IP camera and encoder in the Axis product line. Lastly, the Axis Light and Image Lab enables the technical services and field sales engineer teams to simulate a wide variety of lighting scenarios to best recommend a certain product, accessory or image setting for a specific surveillance application.

The Axis Experience Center on the first floor is the crown jewel of the new office, featuring an Axis product museum, executive board rooms, a 50-person auditorium for large meetings and

training sessions and an impressive mock command center to showcase the latest Axis products and complementary partner technologies in a real world setting. The company also opened an updated training facility for Axis Communications' Academy classroom-based courses.

On Thursday, April 12th, Axis held a private grand opening event with its local partners to celebrate joint successes and encourage use of the Axis Experience Center as a sales and training resource. More than 70 people took part in the official ribbon cutting where General Manager Fredrik Nilsson spoke about partner loyalty and mutual growth both in the past and into the future.

“This entire space was completely empty before we moved in, so we were able to design the workspace upstairs and the Axis Experience Center completely from the ground up with our employees and partners in mind,” said Nilsson. “This is the third year in a row that we’ve opened a new office in our region, and our office upstairs is only half filled – so with our joint partnerships and all these great resources at hand, there’s a tremendous growth opportunity in front of us.”

In 2010, Axis opened the doors to its new Canadian office in Ontario, followed by the grand opening of its Mexico, Central America and Caribbean office in the heart of Mexico City in 2011.

For photos of the new office and grand opening event, please contact Domenic Locapo at [dlocapo@axis.com](mailto:dlocapo@axis.com).

***About Axis Communications***

*As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world – driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform.*

*Axis has more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX 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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