

Chelmsford, Mass., September 7, 2012

Axis to Demonstrate Innovative IP Video Technologies that Expand Digital Surveillance into All Markets at ASIS International

Axis executives will participate in seven different educational sessions; Image quality, covert surveillance, challenging lighting conditions and small system recording all featured in Philly

CHELMSFORD, Mass. – ASIS International Booth #2622 – September 7, 2012 – Axis Communications, the world leader in network video, will be featuring a range of new products and speaking in key educational sessions throughout ASIS International 2012, September 10-13, Philadelphia (Booth #2622). Axis will showcase innovative IP video technologies that fit nearly every security and surveillance need, including cameras with vastly improved image quality and clarity in all lighting conditions as well as products and solutions to help end-customers migrate from analog CCTV to network video.

Booth #2622: New Product Innovation Brings IP Video to All

Axis will have live demos of its latest network video innovations that bring the benefits of IP video to markets previously dominated by analog technology, including low light, small camera count and covert applications.

Booth #2622 will feature AXIS Camera Companion install competitions, an AXIS Camera Application Platform pavilion and the popular Axis Mobile Surveillance Police Charger. Attendees will also receive a sneak peek at upcoming Axis products that will provide a new “perspective” on IP video surveillance.

Featured products include:

The ASIS Accolades-winning and recently upgraded AXIS Camera Companion, which is the simplest and most affordable way to IP video surveillance for 16 cameras or less. AXIS Camera Companion, which will be featured during the Seminar’s “What’s New on the Floor” session and displayed in the Grand Hall, does not require a central recording device or even a computer to operate as all video is recorded to the IP camera’s or encoder’s internal SD card.

AXIS P12 Network Camera Series specifically designed for discreet or covert surveillance. The miniature HDTV IP cameras are ideal for retail stores, banks, hotel lobbies and building doorways, and will be displayed as a hidden ATM camera at the show.

AXIS P3384-V/-VE fixed domes designed to combat any lighting condition by utilizing either

WDR with dynamic capture to compensate for intense backlight/variable lighting or Lightfinder to overcome low light and capture color details.

The new single-channel AXIS Q7411 Video Encoder, which is the market's first video encoder to support 60 frames per second, enables flexible migration of analog cameras into an IP-based video surveillance system.

Axis Speaking Participation

Are High Tech Industries Changing Physical Security?

Monday, September 10, 11:00AM–12:00PM, PCC 105-B

Featuring: Fredrik Nilsson, General Manager, North America, Axis Communications; Howard Belfor, CPP, President, Belfor & Associates LLC; and Geoffrey Kohl, Editorial Director, SecurityInfoWatch.com

Physical Security Practitioner 2022: A Look at the Future

Monday, September 10, 11:00AM—12:00PM, PCC 109-B

Featuring: Steve Surfaro, Security Industry Liaison, Axis Communications; Inge Sebyan Black, CPP, President/Consultant, CanAm Security Risk Group, LLC; Harvey Stevens, President, Stevens Associates Inc.; and Jeffrey Slotnick, President, Setracon Inc.

Turning the Community into Champions for Surveillance

Monday, September 10, 1:45PM—3:00PM, PCC 119-A

Featuring: John Bartolac, Business Development Manager for Vertical Segments and Government Programs, Axis Communications; Donald Zoufal, Attorney, System Development Integration; and Jonathan Lewin, Managing Deputy Director, Office of Emergency Management Comm.

Integrator Series: Cloud Computing Transforms Physical and Cyber Security

Tuesday, September 11, 2012 1:45PM—3:00PM, PCC 116

Featuring: Steve Surfaro, Security Industry Liaison, Axis Communications; Benjamin Butchko CPP, President, Butchko Security Solutions; Martha Soehren, Chief Learning Officer, Senior VP, Comcast; Joseph E (Jay) Huhn, Chief Technology Officer, ADT Security Services; and Patrick Snow, Director, Global Security Emerging Mkts, EMC

Dangerous Territory: The Consumerization of Physical Security and IT Services

Wednesday, September 12, 1:45PM—2:45PM, PCC 119-A

Featuring: James Marcella, Director of Technical Services, Axis Communications; Ray Bernard, Security Consultant, Ray Bernard Consulting Services; Jay Huhn, Chief Technology Officer, ADT; and Emil Monda, President, Monda Consulting Group

I Hacked Your Network: Assessing Risks and Applying Standards

Wednesday, September 12, 1:45PM—2:45PM, PCC 118-A

Featuring: Steve Surfaro, Security Industry Liaison, Axis Communications; Darnell Washington, President/CEO, Secure Xperts; Kent Browne, Worldwide Principal Security Architect, IBM; and Kevin Kjosa, Assistant Director, Center for Infr Assurance and Security

Integrator Track: Build Your Best Project Team: The Art of Critical Decision Making
Wednesday, September 12, 3:30PM—4:30PM, PCC 112-AB
Featuring: Steve Surfaro, Industry Liaison, Axis Communications; Mark Collett, General
Manager, Security Systems Division, Sony Electronics; and Charlie Pierce, President, LeapFrog
Training & Consulting

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 1,200 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.

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