



*Chelmsford, Mass., March 26, 2013*

## **Axis Presents Smarter Video Surveillance Experiences at ISC West 2013**

### **Participation in Numerous Educational Sessions, New Product Demos and Leading Video Surveillance Partners to Feature Solutions in New Partner Pavilion**

**CHELMSFORD, Mass. – March 26, 2013** – Axis Communications, the market leader in network video, today announced its plans to unveil several new products, participate in multiple educational sessions and debut its new Partner Pavilion at ISC West 2013, April 10-12, Las Vegas (Booth #14057). This year, attendees will “Experience Smarter Video Surveillance” with Axis’ hands-on approach to demonstrating the latest in IP video technology, including covert solutions, small system solutions and WDR Dynamic Capture and Lightfinder technologies. Axis industry experts will present on network video innovation in several educational sessions and show attendees will be able to connect with leading surveillance solution providers in Axis’ new Partner Pavilion.

#### **Experience Smarter Video Surveillance: Booth #14057**

Axis will hold live demonstrations of its latest network video innovations and solutions, featuring the exceptionally discreet AXIS P12 Network Camera Series, the world’s smallest HDTV-bullet style AXIS M2014-E Network Camera, the 360° fixed mini dome AXIS M3007-P/-PV Network Cameras, Lightfinder-enabled AXIS P13 Series and the 60 fps AXIS Q7411 Video Encoder. The recently expanded North American business development team will be present to discuss technology and trends in IP video. Partners, consultants and end-users can also learn more about the Axis Certification Program and full educational offering. The new Axis Mobile Command Center Vehicle, featuring integrated video surveillance technology, will also be on display.

#### **Experience Innovation through Partnership in the New Axis Partner Pavilion**

Axis’ extensive partner network showcases cutting-edge solutions, which help give companies an edge over the competition in the increasingly competitive network video market. This year at ISC West, Axis will host a new addition to the booth – the Axis Partner Pavilion. Attendees will meet face-to-face with a variety of Axis’ leading solution providers and experience the latest technologies and applications in video surveillance. For a complete list of participating partners, please visit <http://www.axis.com/iscwest/partners.html>.

#### **Experience Axis Beyond the Show Floor**

In addition to its booth and speaking presence at ISC West, Axis is participating in numerous events during the week, including the 4th annual Mission 500 Security 5k, the SIA Customer Appreciation Reception and the Young Security Professionals (YSP) at ISC West networking event. Attendees are encouraged to keep an eye out for Axis “Intelligence Agents” – a collaborative effort with Mission 500.

## **Experience Educational Sessions and Thought Provoking Discussions**

Vendor Solution Seminar: A Solution for Every Need: IP video from A to PTZ

Wednesday, April 10, 10:15AM—12 12:15PM, Room 704

What's your security challenge? Join Director of Technical Services James Marcella as he provides an exclusive overview of Axis' latest products and see how there is an IP solution to fit any surveillance need.

Build Your Best Project Team: The Art of Critical Decision Making in Security #PS01

Wednesday, April 10, 7:30—8:30AM, Room 302

Featuring: Steve Surfaro, moderator, Security Industry Liaison, Axis Communications; Charlie Pierce, President, LeapFrog Training & Consulting; Darnell Washington, President/CEO, SecureXperts; Frank Varona, Director - Client Solutions & Consulting/Critical Infrastructure, Ross & Baruzzini; and John Hunepohl, PSP, Director of Education, ASSA ABLOY

When Hackers Attack: Deployment of Credentialed High Assurance Encryption in Non-Person Entities #IT04

Wednesday, April 10, 12:30—1:30PM, Room 305

Featuring: Steve Surfaro, moderator, Security Industry Liaison, Axis Communications; Darnell Washington, President/CEO, SecureXperts; Kent Browne, Senior Security Engineer, Dell SecureWorks; and Ron Martin, Executive Director and Chairman of the Board, Open Security Exchange.

The Great Debate: What to Use, What to Lose #SS02

Thursday, April 11, 8:45—9:45AM, Room 502

Featuring: Fredrik Nilsson, General Manager, North America, Axis Communications; Jay Hauhn, Chief Technology Officer, Tyco Integrated Security; and moderator Steve Lasky, Publisher/Editorial Director, Cyngus Security Media.

The Revolution in Video: Intelligent Video #NG06

Thursday, April 11, 10:00—11:00AM, Room 309

Featuring: Steve Surfaro, Security Industry Liaison, Axis Communications; Aluisio Figueiredo, Chief Operation Officer, Intelligent Security Systems; John Convy, SR., Vice President, Strategic Alliances, BRS Labs; and Kaustubh Deshpande, Product Manager, MorphoTrak Inc., A Safran Morpho Company

Part I: Smart Buildings, Towns and Cities: Technologies #NG07

Thursday, April 11, 11:15AM—12:15PM, Room 304

Featuring: Steve Surfaro, moderator, Security Industry Liaison, Axis Communications; Ed English, CEO, ELERTS Corp.; and Kent Browne, Senior Security Engineer, Dell SecureWorks

The Importance of Simple Interoperability #SP03

Thursday, April 11, 11:15AM—12:15PM, Room 302

Featuring: Robert Muehlbauer, Business Development Programs Manager, Axis Communications; Fredrik Wallberg, Marketing Manager, Americas, Milestone Systems; moderator John Convy, SR., Vice President, Strategic Alliances, BRS Labs; and Joseph Gittens, Director, Standards, Security Industry Association

Part II: Buildings, Towns & Cities: Case Studies #NG08

Thursday, April 11, 12:30—1:30PM, Room 304

Featuring: Steve Surfaro, Security Industry Liaison, Axis Communications; and moderator Kent Browne, Senior Security Engineer, Dell SecureWorks

Cracking the Code to Forensic Video #VS04

Thursday, April 11, 12:30—1:30PM, Room 309

Featuring: James Marcella, moderator, Director of Technical Services, Axis Communications; Dan Michelinie, Director of Sales, BriefCam Inc.; Jordan Heilweil, President, Total Recall Corporation; and Rich Cowgill, Major Crimes Division, Technical Support Unit, Los Angeles Police Department

***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 1,400 dedicated employees in 41 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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