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Security Industry Veteran Geoffrey Bauer Joins Axis Communications to Manage North American Architecture & Engineering Program

Bauer to provide active support and manage resources for independent architects, engineers, consultants and end users

CHELMSFORD, Mass. – November 4, 2013 – Axis Communications, the market leader in network video, today announced that security industry veteran Geoffrey Bauer has joined the company as Program Manager for the North American Architecture & Engineering (A&E) Program.

Bauer brings to Axis more than 20 years of experience working for strategic integrators and manufacturers in the security industry. In this new role he will manage Axis programs for the architectural, engineering and professional security consultant communities, who design and specify IP-based security systems. Bauer will also serve as a technical liaison and help bring the program's outstanding support tools – such as AXIS Design Tool, Axis Camera Families for Autodesk® Revit® and Axis Coverage Shapes for Microsoft® Visio® – to A&E Program members.

Geoffrey Bauer has earned several prestigious industry designations, including ASIS International Physical Security Professional (PSP), Cisco Certified Entry Networking Technician (CCENT), Cisco Certified Network Associate Routing & Switching (CCNA) and Cisco Certified Design Associate (CCDA).

“I’ve been privileged to serve the A&E community for many years as we face the challenges of transitioning from analog video to the digital age. I look forward to the opportunity to manage an A&E program with an organization that is at the forefront of open, IP-based solutions,” said Geoffrey Bauer. “Axis is dedicated to the long-term vision of the A&E community and will continue to deliver industry-leading design tools and provide a collaborative atmosphere for designing solutions.”

“The success of any security system begins with its design, so Axis founded its A&E Program to ensure that professionals designing and specifying systems have the training and tools needed for system success,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “With the addition of Geoff, his industry experience and know-how, Axis will continue to strengthen the program and provide this invaluable resource for independent professionals as we share the common goal of designing and implementing the best IP video solutions that make the world a smarter, safer place.”

Prior to joining Axis, Bauer successfully managed A&E programs for Pelco by Schneider

Electric in both regional and senior management positions. Before that he worked as an application engineer and national accounts engineer for two prominent integrator companies. Bauer earned his B.S. in Electrical Engineering Technology from LeTourneau University. He is based in Illinois and will report to the North American headquarters in Chelmsford, Mass.

Axis Communications' A&E Program provides advanced training, design specifications and updated product information online and via USB media. There is no obligation and participation is free of charge. To learn more about Axis' A&E Program, please visit:
<http://www.axis.com/partner/consult/index.htm>.

□ **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.

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