

Chelmsford, Mass., February 12, 2014

Axis Announces Systems and Solutions Team to Drive Access Control and Hosted Video Initiatives

Ryan Gregory promoted to manage new business development team, including Bruce Stewart and Jennifer Bruce as business development managers for access control and hosted video

CHELMSFORD, Mass. – February 12, 2014 – Axis Communications, the market leader in network video, today announced the promotion of Ryan Gregory to manager of the Systems and Solutions team for business development in North America.

“Axis has always been a long-term company and this new team is a testament to our commitment to growing with the industry and continuing to meet our partners’ and end customers’ needs,” said Scott Dunn, director of business development, Axis Communications, Inc. “Ryan was the natural choice to lead the new group, and we’re excited to bring his expertise and proven leadership to the business development team.”

Gregory was national sales engineering manager since 2008, after joining Axis in 2007 as a field sales engineer. In his new role, he will manage the Systems and Solutions team, as well as work closely with the corporate office in Lund, Sweden. The team will largely focus on access control and hosted video initiatives in 2014. In line with the company’s U.S. Expansion Plan announced last week, the Systems and Solutions team will also include regional business development specialists and system solution engineers to support sales efforts and technology innovations for both Axis and its partner solutions.

“The potential for open platform, IP-based edge access control systems is vast, especially with Axis’ history of innovation. In addition, our continued development of hosted video offerings complements the team’s focus as well,” Gregory said of the Systems and Solutions team.

Gregory, who is based out of the North American headquarters in Chelmsford, Mass., will report to Scott Dunn, director of business development.

Bruce Stewart – Business Development Manager, Access Control

Bruce Stewart, who has been with Axis since 2011, was promoted to the position of business development manager for access control in North America last year before the launch of the AXIS A1001 Network Door Controller in September. Stewart will continue to drive Axis’ entry into the access control market with the first non-proprietary and open IP-based access controller.

“Proprietary systems were the standard until Axis invented the IP camera in 1996 and changed the surveillance landscape to one with open architecture. This same concept is now being applied to the physical access control market, which has been closed and limited,” Stewart said. “Just as

we saw an opportunity with open, IP-based cameras, we're excited to bring many of the same user benefits to access control."

Jennifer Bruce – Business Development Manager, Hosted Video

Jennifer Bruce recently joined Axis with years of experience in the central station arena from previous roles with Bold Technologies and Rapid Response Monitoring. As business development manager for hosted video, Bruce will work closely with Axis' hosted video partners.

"The convergence of IP technology and physical security has been a focus for the industry for some time, and it is truly a critical and exciting time to join the Axis team and represent hosted video," Bruce said. "As nimble storage options and video verification become a necessity, Axis' solution was built to respond to that demand and now we have the central station relationships in place to take this into 2014 and beyond."

Bruce Stewart, based out of the Chelmsford, Mass. office, and Jennifer Bruce, based remotely out of Colorado, will both report directly to Gregory.

About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based 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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