

Chelmsford, Mass., October 14, 2015

Axis opens doors to new California Axis Experience Center in grand opening event

U.S. Expansion Plan continues with the opening of an Axis Experience Center in Irvine, California, covering the West Business Area. The 8,000 square foot space features demo areas, a training center and testing lab for local partners, customers and industry associations.

Axis Communications, the global leader in network video, held an official grand opening ceremony and ribbon cutting for its new office and state-of-the-art Axis Experience Center in Irvine, California.



The 8,000 square foot Axis Experience Center features a 28-person training center, 12-person conference room and a specialized engineering and technology lab available for local partners, customers and industry associations to host trainings, meetings and product tests. The space features realistic demo areas for key vertical markets in the West business area, including retail, financial, gaming, airport and education. The space includes more than 100 Axis cameras, many offering spectacular views of Irvine and the surrounding area, as well as products from leading ecosystem partners.

“The concept behind the Axis Experience Center is about getting closer to our customers and truly providing them with an experience,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “Each Experience Center is tailored to meet the needs of the specific business area, highlighting the technology and segments that are most relevant to our customers. For example, in the Irvine location, you can see how frame rate and HDTV resolution are important when monitoring a gaming table or slot machine.”

The official grand opening took place on Sept. 29 with nearly 170 attendees, including partners, customers and press. Located at 18101 Von Karman Ave., Suite 100, the Center will primarily serve the West Business Area, including 13 office-based employees. The West Business Area includes Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon and Washington.

Bill Wendlandt, business area manager for the West, wants the Center to be a resource for the entire business area, not just the local Axis team. “This space is about giving back to the industry,” Wendlandt said. “We focused on replicating real-world uses of technology and providing meeting space where partners and end-users can come for education and hands-on testing that will ultimately help them grow their own business.” Partners, end-users and industry associations interested in utilizing the Axis Experience Center for meetings and trainings should

reach out to their local sales representative.

Axis opened its first sales office in Chicago in 2013, making the Irvine location the second sales office opened as part of the U.S. Expansion Plan. The North American headquarters is located in Chelmsford, Massachusetts and Axis plans to open additional locations in 2016 and beyond.

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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 customers 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 2,000 dedicated employees in 49 countries around the world, supported by a network of over 75,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com. Follow us on twitter @axisipvideo.