

*Chelmsford, Mass., March 22, 2010*

## **Axis Communications Responds to Strong Market Demand By Adding Video Hosting System Business Development Manager and Two Regional Sales Managers**

**Matt Krebs Named Business Development Manager for Axis Video Hosting System; Bill Wendlandt, Paul Mckitrick Named Regional Sales Managers**

CHELMSFORD, Mass. – March 22, 2010 – Axis Communications, the global leader in the network video market, today announced that due to increased market interest in hosted video solutions, it has named Matt Krebs as business development manager for the AXIS Video Hosting System (AVHS). AXIS Video Hosting System software is a platform for creating service provider-specific portals to manage video hosting and monitoring services over the Internet.

In addition, Bill Wendlandt has been hired as the Southwest regional sales manager, covering Southern California and Nevada, and Paul Mckitrick has accepted the position of regional sales manager for Chicago/Twin Cities, sharing responsibilities with recently appointed Mark McCormack so that the company can expand its local presence in the vast region.

### **Business Development Manager, AVHS**

As business development manager for AVHS, Matt Krebs will be responsible for the overall management of the AVHS initiative in North America and work closely with Axis partners that offer remote hosted video services. He will work closely with Axis Business Development Manager and Security Industry Liaison Steve Surfaro, who has been spearheading the company's North American AVHS initiative since its inception.

Krebs has more than 20 years' experience in the security industry working for companies like ADT/Tyco Fire & Security, National Guardian and Protection One. Krebs was most recently the executive vice president of SureView Systems, a startup focused on hosted video solutions. He attended Iowa State University and the University of Houston, Clear Lake, and is based in Tampa, Fla.

### **Regional Sales Managers**

Based in Minneapolis, Paul Mckitrick is now an Axis regional sales manager for Chicago/Twin Cities, covering Minnesota, Wisconsin and Illinois. He has more than 25 years of security experience, most recently for Bosch Security where he held the same title and managed intrusion, fire, access and video systems sales in a six-state territory. Before Bosch, he worked for GE Security, Infographic Systems, Honeywell International/Northern Computers Inc., and ADI.

Southwest Regional Sales Manager Bill Wendlandt has more than 25 years of experience in the security industry, with extensive knowledge of IP video, CCTV, access control and intrusion &

fire systems solutions. Most recently Wendlandt served with Samsung Techwin as a regional sales manager. Before that, he held sales and management roles with Dedicated Micros, Honeywell International, and Northern Computers Inc. Wendlandt, who is based in Orange County, Calif., has a strong technology background due to his extensive work history with national systems integrators.

Both Mckitrick and Wendlandt will report to Axis U.S. National Sales Manager, West, Karl Radke.

“Based on strong market demand for network video solutions and an increased interest in remote hosted video services, we are continuing to add high-quality professionals with extraordinary experience in the security business,” said Fredrik Nilsson, general manager, Axis Communications Inc. “Matt, Bill and Paul are great additions to our team and will enable us to continue to provide the level of service our partners expect and deserve.”

***About Axis Communications***

*Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms. Axis is a Sweden-based company operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com).*

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