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## **Axis Communications recognises outstanding performance of The Surveillance Factory**

**The Surveillance Factory, a specialist IP video surveillance company, has been recognised as the top player in the IP surveillance and security space in South Africa by leading product manufacturer Axis Communications. The company was named Partner of the Year for 2010 based on revenue turnover and its growth of the network video market in South Africa.**

The Surveillance Factory partnered with Axis Communications seven years ago to become a specialist in designing, implementing and managing video-surveillance solutions that operate on IP networks..

According to Marnix de Lorm, The Surveillance Factory's Technical Manager, one of the benefits of dealing with Axis is their excellent Channel Partner Programme.

Says de Lorm: "As an Axis Gold partner, our business is completely focused on delivering robust surveillance systems, using only best of breed products to design intelligent video surveillance solutions running on new or existing IP infrastructure."

"Our partnership with Axis Communications has played a significant role in our business success to date. Clients value the accreditation as proof of competence and skill and a thorough knowledge of Axis products and how they work. The Partner of the Year award will further bolster our credentials and lend weight to our knowledge and expertise in the successful design, consulting and project management of any type of digital surveillance network from design through to implementation and support," adds de Lorm.

Roy Alves, Country Manger for Axis Communications, says that "our Channel Partner Programme is designed to help partners benefit from Axis' market leadership in the fast-growing network video market. Our partners are regarded as an extension of the team and each year we recognise their success as brand ambassadors and advocates for the real-time benefits of IP network surveillance systems."

And what about the future? It seems as though it holds a lot of promise for both The Surveillance Factory and IP video surveillance in general.

The market for network cameras is forecasted to continue to grow at an annual rate of 40% for the coming five years as obsolete analog systems converge towards network video technology. The technology shift is also pushed by the many integration possibilities that network video technology offers – from networking infrastructure and customised video management platforms to system integration and intelligent IP-based platforms.

“The key difference today is that we no longer need to evangelise the benefits of IP surveillance to the client,” says de Lorm. “This is largely the consequence of Axis leading the way with the technology as well as reducing the barrier to entry in terms of cost and return on investment with sophisticated technology like HDTV cameras and thermal cameras.”

“In our time as Axis Partners we’ve seen the product depth from Axis grow to a point where there is now a product for every type of surveillance requirement. This means we can confidently offer a single vendor brand and a specialist service to the market.”

Alves is of the opinion that Surveillance Factory is well-positioned to take advantage of the growth opportunities generated by the technology shift as well as new fields of application.

The Surveillance Factory has successfully completed implementations for many of South Africa’s top companies including South African Breweries, MTN Business, NTP Radioisotopes, Pick ‘n Pay, Vehicle Delivery Services and Aegis BPO Holdings.

The company’s services include security risk assessment, system specification and design including cameras and back end network video recorder design, managed implementation and installation services and on-going system maintenance and support.

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***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 Swedish-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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