

## PRESS RELEASE

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# Axis achieves record attendance for distributor conference - a new world of video surveillance in Sardinia

**Axis Communications, the global leader in the network video market<sup>1</sup>, today announced that Anixter won the Distributor Partner of the Year award and Norbain won the Best UK Distributor Award. The awards were presented at Axis's annual Distributor Conference on 9th – 11th April, which was held at Forte Village, Sardinia, and attended by 127 customers from more than 30 countries.**

The conference's central theme was 'Welcome to a new world of video surveillance'. During the conference Axis described the advantages of H.264, a new standard for video compression and how this technology is the logical next step in the evolution of network video surveillance.

Highlights of the event included a speech by Simon Harris, an analyst from IMS Research, entitled 'High growth for the long term', and a presentation from Keven Marier, Founder and Editor-in-Chief of IPVS, entitled 'Changing channels, security convergence and distribution impact.'

Distributors were given product demonstrations in four separate breakout sessions, which included information on Axis video encoders, AXIS Camera Station and network camera accessories. The conference also included three workshops where attendees could learn more about commercial aspects and distribution opportunities.

The event drew huge support from Axis with 35 executives, country managers, sales and marketing staff in attendance.

Richard Price, IP product manager from Norbain said:

"We were extremely honoured to receive the award for Best UK Distributor. We look forward to strengthening our relationship with Axis and building upon the success we have so far achieved."

Steve Gorski, managing director, Axis Communications (UK) Ltd commented:

"The event was a great opportunity to discuss key issues affecting our industry as a whole, but also the specific issues our regional network of distributors have experienced. Most importantly it was a chance for us to recognise and award excellence in our network."

*-ends-*

### *Notes to editors*

<sup>1</sup> Axis Communications is the global market leader in the network video market with a market share of network cameras of 32%. The world market for network cameras alone will be worth more than \$1 Billion by 2009. The network camera market is set to have a CAGR of more than 40 per cent per year over the next three years to reach a value of \$1.5 billion by 2010, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2007 Edition' published in December 2007.

**About Axis**

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 analogue 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 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)

**About Norbain**

With annual revenues in excess of £126 million and growing, Norbain SD is one of Europe's most successful distributors of CCTV, IP, Access Control and Intruder Detection solutions. As well as being an authorised distributor of over 90 of the World's leading electronic security brands, Norbain is also the home of Vista, the UK's largest selling range of CCTV equipment.

Headquartered in Reading, Berkshire, the company employs 290 people throughout the UK at its distribution and service centres in Warrington, Manchester and Blackpool. Each year, Norbain's International Sales Division sells into 77 countries across five continents. For more information about Norbain, please visit [www.norbain.co.uk](http://www.norbain.co.uk)

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