

## PRESS RELEASE

28<sup>th</sup> April 2008

# Axis appoints new UK managing director Phil Doyle

## Doyle joins from retail security specialist TAG Company

Axis Communications, the market leader in network video<sup>1</sup>, has appointed a new managing director of Axis Communications (UK) Ltd after the current UK & Ireland managing director, Steve Gorski has been appointed US distribution and channel manager, based in the Axis' US regional office in Boston. The new positions will be effective on 19<sup>th</sup> May 2008.

Doyle hails from leading retail technology group TAG Company Limited, a specialist in Electronic Article Surveillance (EAS) and management information technology in the retail sector where he was EMEA managing director for over three years. Doyle led the company into two of Europe's largest estate-wide anti-shoplifting solution installations in the past 10 years.

Doyle previously held senior positions at leading international secure payment service provider Thales e-Transactions UK. He also spent six years in senior posts at networking giant Nortel before that, finishing his time there as Nortel's director of business development, enterprise & wireless solutions, EMEA.

Lars Paulsson, regional director, EMEA commented:

"Phil brings a fantastic experience base to Axis which will definitely help us to continue to grow our business in the UK & Ireland. We are really pleased to have been able to attract him to this role."

Doyle added:

"Axis, as the market leader in network video, is well placed to take advantage of the inevitable switch to IP in security which is now underway. Part of my new role will be to continue to differentiate Axis from an increasingly crowded market of late arrivals to the network video band-wagon. The fact that Axis invented the first ever network camera over 10 years ago and now has the most comprehensive range of high-end professional security network cameras stands it in very good stead to continue its current growth levels.

**-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)*

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