

6th May 2008

Axis and its IT consultant partners go to Wembley

Axis Communications, the global leader in the network video market¹, staged a seminar for its Axis Architecture and Engineering (A&E) program partners at the new Wembley Stadium on 17th April. Axis A&E partners consultants are involved in specifying security systems and attended the seminar to discover more about how large IP-surveillance projects are planned and implemented.

The iconic new Wembley Stadium provided a dramatic backdrop for Axis' latest A&E program seminar and acted as an example as to how to build in Axis video encoders into such a huge project. The Axis A&E program was launched last year and delivers a full support package to network architects, engineers and consultants who are involved with designing and specifying IP-based security systems. This includes seminars, training and access to expertise and knowledge for both security/video surveillance and IT/networking markets and technologies.

Guest speakers at the seminar included Peter Orr from Honeywell Building Solutions, who explained how Honeywell has integrated IP-surveillance using Axis video encoders at Wembley Stadium to deliver a safer and more secure stadium environment. Richard Cronin from RPC Consultants discussed the implementation of wireless infrastructure and Power over Ethernet (PoE) for an installation commissioned by The Shipton Group at Douglas Court Shopping Centre in Cork, Ireland. This innovative solution focused not only on crime reduction but the evaluation of customer trends through installation of people counting technology.

Delegates also had an opportunity to meet with senior Axis A&E program managers, talk to other A&E partners and also enjoyed a tour of Wembley Stadium. The event was organised by Daren Lang, who is responsible for managing Axis's A&E programme and ensuring consultants get what they need to succeed with IP-surveillance.

Lloyd Gozzett, managing director of Navitas Consulting, who was a delegate at the seminar commented:

“The Axis A&E consultants event was an excellent opportunity to gain and share best practice on the practical application of current and future technology to solve real-life business issues for clients.”

Daren Lang, business development manager, Axis Communications (UK) Ltd commented: “We thank all our consultant partners who attended our latest Axis A&E program event. Our partners understand that IP-surveillance offers significant benefits for their clients, and Axis' role is to ensure that consultants have all the tools and support that they need.”

Consultants who are interested in joining the Axis A&E programme are invited to visit <http://www.axis.com/partner>.

-ends-

Notes to editors

¹ 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) 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

For further information about Axis Communications in the UK and Ireland, please contact:

*Steve Gorski, managing director, Axis Communications (UK) Limited
Tel: +44 (0)870 162 0047. Email: steve.gorski@axis.com*

For all Axis Communications UK and Ireland media enquiries, please contact:

*Miles Clayton / Simon Bennett, Agility PR Limited
Tel: +44 (0)1992 586190. Email: miles@agilitypr.co.uk / simon@agilitypr.co.uk*