

AXIS Certified Professional



www.axis.com

This is Axis

- > Founded in 1984
- > IT company driving the shift towards digital video surveillance products
- > Global partnerships through distributors, resellers and system integrators
- > Offering the market's broadest portfolio of network video products
- > Focused on Network Video Solutions (99%)
- > Worldwide presence in more than 20 countries, 1000 employees
- > Listed on NASDAQ OMX, under the ticker AXIS



Vision & Mission

Axis vision

Everything can

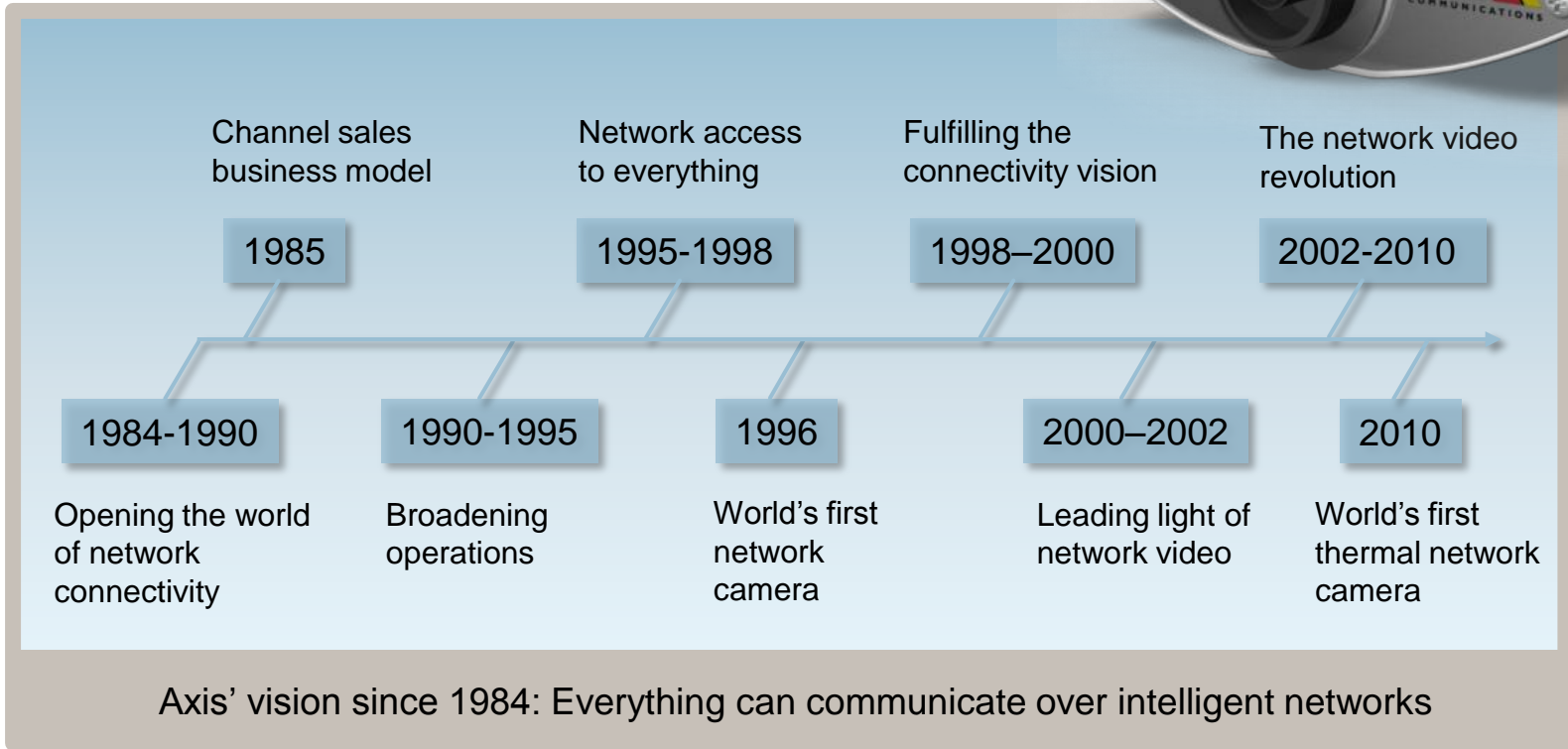
communicate
over intelligent networks

Axis mission

To be the

driving force
in bringing customers the full benefits of
intelligent network video solutions

Axis milestones

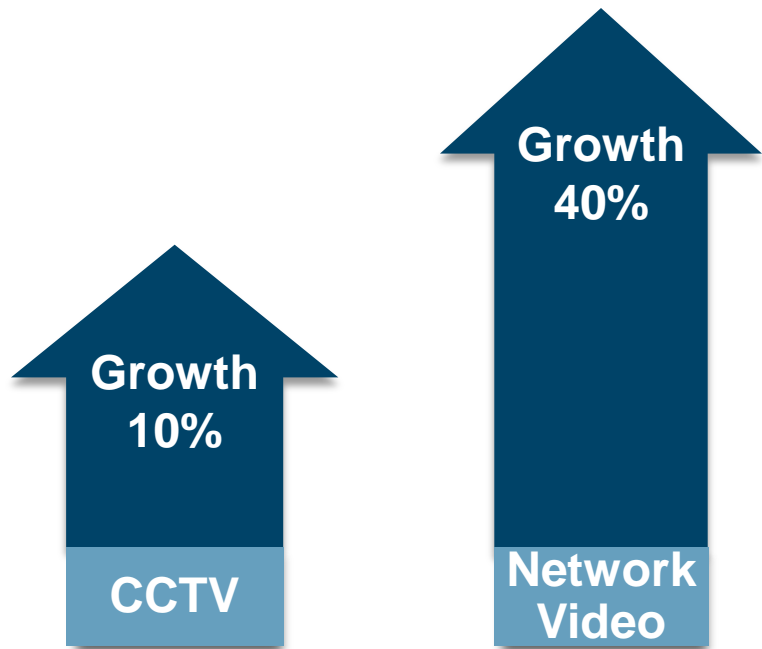


Axis' two main product areas

- > Network Video Solutions
 - Worldwide #1 position
 - More than 2,000,000 network cameras installed
- > Network Print & Scan
 - Worldwide #2 position in Print
 - Installed base of more than 3,000,000 units



Growth of the global market



Emerging market trends

- > Digital replacement of analog equipment
- > Open architecture software
- > Using and sharing IT networks for surveillance
- > The merger of Security and IT functions
- > Strong security concern

source: J.P. Freeman

Axis Communications' Academy



www.axis.com

New Communication Concept for “Academy”

- > Axis Communications’ Academy Fundamentals training
- > Refers to umbrella offering of training opportunities
 - Fundamentals and Advanced classroom-based trainings
 - Web-based trainings
 - Webinars
 - Other materials including tutorials, guides, collateral
- > Includes all tools to prepare for certification



Classroom-based trainings



Fundamentals

- > Training on the latest technology
- > Mix of presentations and hands-on

Advanced Encoder

- > Experienced trainers with specialist knowledge
- > Target: system designers, installers, sales

AXIS Camera Station

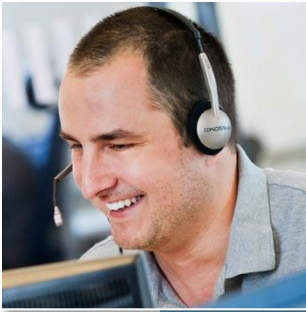
- > Certification preparation

Classroom-based trainings

Axis Certification Preparation Course

- Prepare you for the Certification exam through ACA review material
- Increase your knowledge of our latest products and technologies
- Test your knowledge on relevant subject areas via ACP practice questions
- Point you to study materials that you must be familiar with in order to pass the ACP

Web-based trainings



- > Anywhere in the world at any time
- > Stay updated on Axis' product portfolio, services and solutions
- > Learn about new technology and features
- > Free of charge and open to the general public

Webinars



Axis product
portfolio

> Organized by your local Axis team

Network video
technology

> Presentations covering current topics

Sales and
support

> Opportunity to ask questions

Tools & tutorials

> 6-8 held monthly

> www.axis.com/webinars

Tutorials and guides



- > Axis tutorials and guides help you in the design and installation of your network video project
- > Gain knowledge of topics such as network video, camera installation and how to obtain the image quality needed for specific surveillance objectives

Global Certification

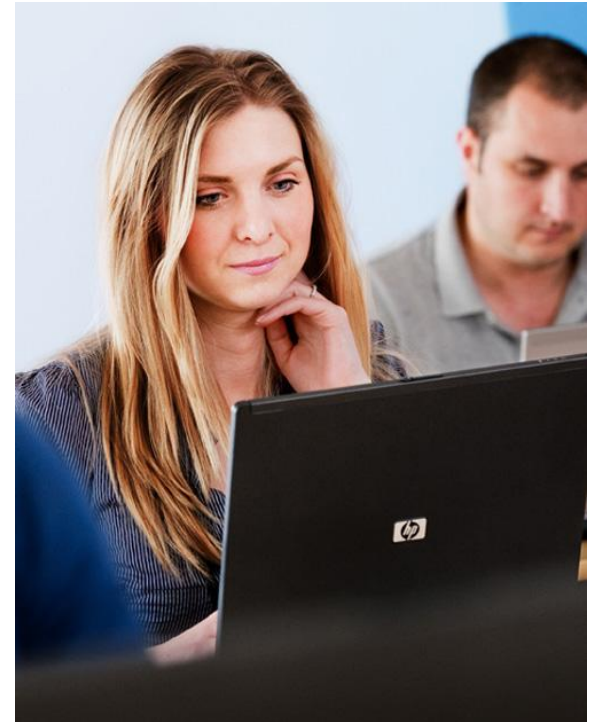


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Global Certification Basics

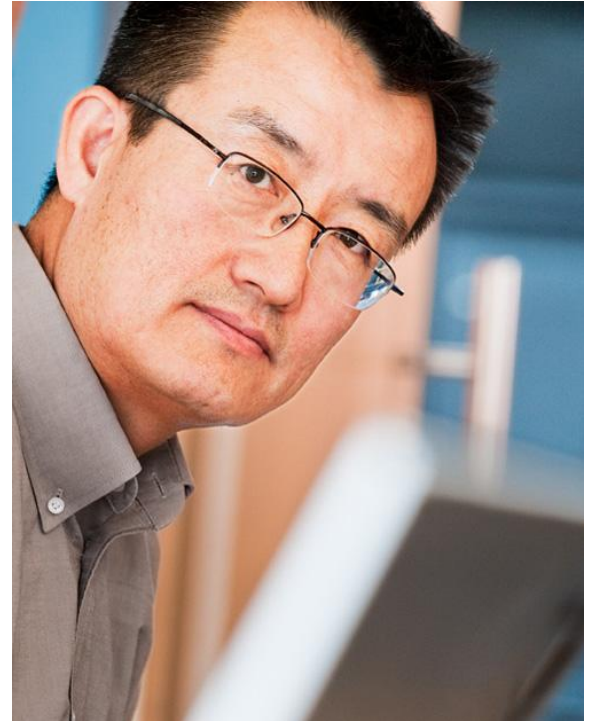
- > What is the Axis Certification Program?
 - 50 question Certification exam @ a Prometric Testing Center
 - www.prometric.com/axis
 - Helps demonstrate highly advanced levels of competence and skills in network video
 - Certification means being an Axis Certified Professional

- > How can someone become an Axis Certified Professional?
 - Prepare for the exam
 - Register to take an exam
 - Take and pass the exam
 - Receive certification package from Axis



Global Certification Basics

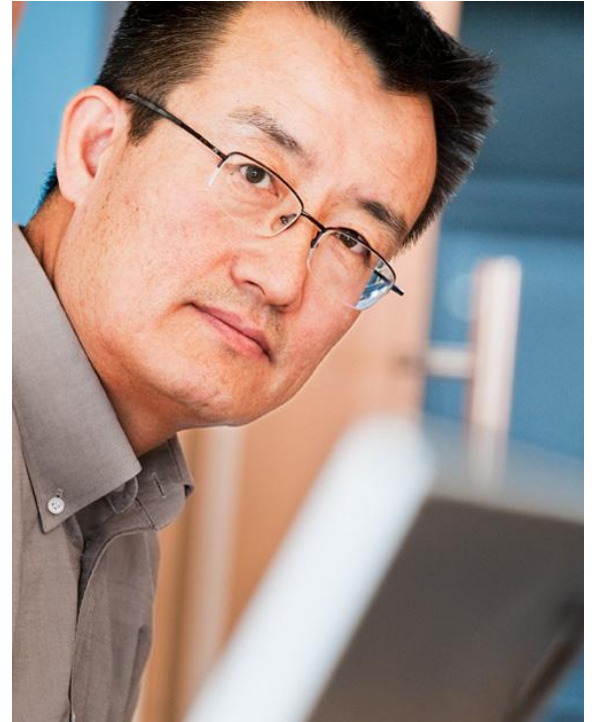
- > Why a Global Certification program?
 - Axis Certified Professionals will gain appropriate and practical knowledge and skills in Axis' core technology, products and solutions, in order to:
 - make sales/purchases easier
 - make product selection/system design easier
 - To further establish Axis' position:
 - the driving force in network video
 - competence leader in video surveillance
 - Decrease support requirements to Axis
 - Increase Axis brand credibility



Global Certification Basics

> Where can I get more information?

<http://www.axis.com/certification>



Global Certification Basics

- > Who will get certified?
 - Targeted towards system designers and other technical sales roles
 - Partners
 - Individuals; not companies
- > Where can we get certified?
 - Official testing centers run by Prometric
 - www.prometric.com
- > When can we take the exam?
 - Available now



Global Certification Basics

- > What are the benefits to becoming an ACP?
 - Competitive advantage and added personal/career value due to:
 - increased skill set
 - being able to design more cost-effective solutions for customers
 - being able to give better service to customers
 - sales made easier
 - market recognition/credibility
 - better apprehension of market's offerings
 - Measurable validation of knowledge and skills



Frequently Asked Questions

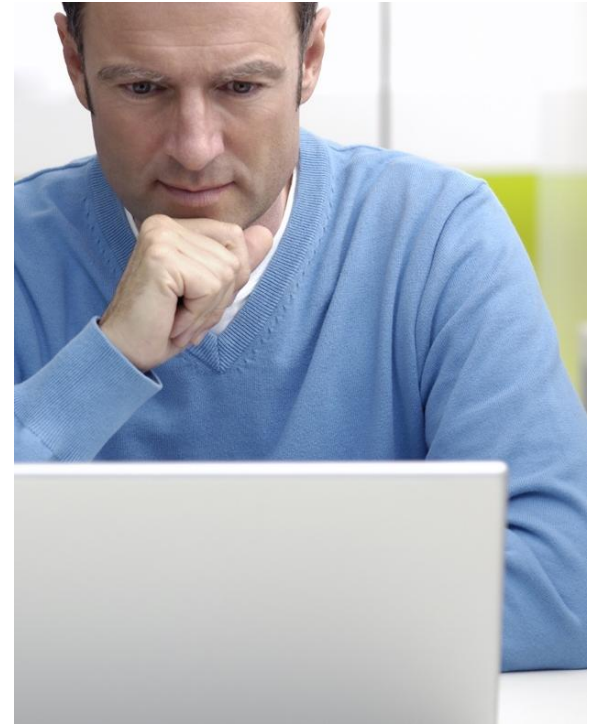


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FAQ

- > Am I already Axis Certified?
- > What is the difference between my current certification and this program?
- > Does the certification expire, if so how do I get re-certified?

www.axis.com/certification/faq.htm



Get the Axis picture. Stay one step ahead.

partner network
Axis
open
megapixel
camera
HDTV
competence
worldwide
network video
leader
easy installation
convergence
intelligent
Thank you!
safe
innovation
environment
protect
leader
thermal
global
outdoor
ease of use
H.264
integration
image usability
focus
video encoder