

## Axis celebrates 25th anniversary

Axis Communications celebrates its 25th anniversary in 2009. Over the years Sweden-based Axis has built on its strong heritage of excellence in networked hardware products to become the global market leader in IP-based network video surveillance, driving the shift from analogue to IP in this emerging sector that IMS forecasts will grow 35 percent over the next five years.

From the beginning, Axis' focus was on developing products for networks. Its initial product offering was an IBM protocol converter that made it possible for the first time ever for several users in a building to share the same printer. In 1996, Axis decided to connect a camera to the network and with that the world's first network camera was born.

Twenty-five years on, the company has advanced on many fronts. Axis is now represented in more than 20 countries and more than one million of its network cameras have been installed worldwide. Axis has achieved this success through an unshakable commitment to building and nurturing its partner community.

Today Axis' worldwide community of system integrators and resellers is more than 24 000 strong. At the same time, Axis is a well-known local company in the

university City of Lund, where its head office and the majority of its research and development operations are located.

During 2008 Axis recruited more than 100 new employees, established new offices in Moscow, Beijing and São Paulo. It's 'New World of Video Surveillance' initiative continues to introduce products that support the very latest technologies related to megapixel, compression and intelligence. Last year, Axis also launched its in house developed ARTPEC-3 chip featuring the latest compression standard (H.264), which delivers quality video for a range of applications whilst minimising bandwidth and storage requirements compared to previous standards.

Roy Alves, country manager, Axis Communications, commented, "With 25 years' experience of innovation and building loyal partner networks, Axis is well positioned to continue delivering on its stated mission to be the driving force in bringing customers the full benefit of intelligent network video solutions. We'd like to express our warmest thanks to our customers and partners for their fantastic support and commitment through our journey over the past 25 years."

*For details contact Axis Communications.*



**Roy Alves, country manager, Axis Communications**