

*Johannesburg , March 31, 2010*

## **The Axis Communications Academy**

**Axis Communications, global market leader in the network video market<sup>1</sup>, shows its commitment to its partners through offering in-depth training at the Axis Communications Academy. The academy assists with educating and informing participants about the different aspects of IP-surveillance.**

The academy consists of a number of different modular courses, beginning with a two-day Network Video Fundamentals course. This course, which is mandatory for Axis Solutions Gold and Solutions Silver partners, focuses on different application areas and gives an overview of essential topics like basic networking, video compression techniques and image quality troubleshooting. This training is also backed up by hands-on practical exercises throughout the course.

The content of this course is of a technical nature, targeted at sales engineers, technical sales support, technicians and business development from both an IT background and a CCTV background.

Roy Alves, country manager Axis Communications says, “the training academy has been operating for approximately 5 years. We have had great results from trainees and clients and it has also benefited sales figures as it helps for business development managers to understand the products intricately so that they can match the correct products to client requirements.”

Axis has also introduced a one-day Video Solutions fundamentals course which provides advanced training on system solutions and design. With an emphasis on practical exercises, delegates set up a full-scale surveillance solution under the supervision of an academy trainer which will enable them to deliver end-user tenders for mid-sized surveillance systems.

Upon completion of the course, delegates receive Axis Certification which is a requirement for Solution Silver and Gold members of the Channel Partner Programme. Participants also receive one of the new AXIS M-series Network Cameras.

More information about the Axis Academy can be obtained at <http://www.axis.com/za/academy/>

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***Notes to editors***

*1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next five years, 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 2008 Edition' published in November 2008.*

***About Axis Communications***

*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 analog 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 more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com).*

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