

Axis achieves record attendance for Distributor Conference - *A new world of video surveillance* - in Sardinia

Axis Communications, the global leader in the network video market¹, has presented local IT distributor, Axiz with the Axis Communications Regional Distributor Award for the Southern African region. The award was presented at Axis' annual Distributor Conference, which was recently held in Sardinia, Italy, and attended by 127 Axis Communications partners from more than 30 countries.

During the conference Axis Communications described the advantages of H.264, a new standard for video compression and how this technology is the logical next step in the evolution of network video surveillance.

Highlights of the event included a speech by Simon Harris, an analyst from IMS Research, entitled "High growth for the long term", and a presentation from Keven Marier, Founder and Editor-in-Chief of IPVS, entitled "Changing channels, security convergence and distribution impact."

Distributors were given product demonstrations in four separate breakout sessions, which included information on Axis video encoders, camera station and network camera accessories. The conference also included three workshops where attendees could learn more about commercial aspects and distribution opportunities.

Says Roy Alves, South Africa country manager, Axis Communications: "The event was a great opportunity to discuss key issues affecting our industry as a whole, but also specific issues our regional network of distributors have experienced. Most importantly it was a chance for us to recognise and award excellence in our network."

Colin Nish from Axiz said, "We are extremely honoured to receive the award for Best Distributor in Southern Africa, and meet other partners in the extended Axis network. The conference also enabled us to get up-to-speed on the latest developments in video surveillance technology. We look forward to strengthening our relationship with Axis and building upon the success we have so far achieved."

The event drew huge support from Axis with 35 executives, country managers, sales and marketing staff in attendance.

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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 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at www.axis.com.

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