



# Welcome

to the Minneapolis Axis Experience Center

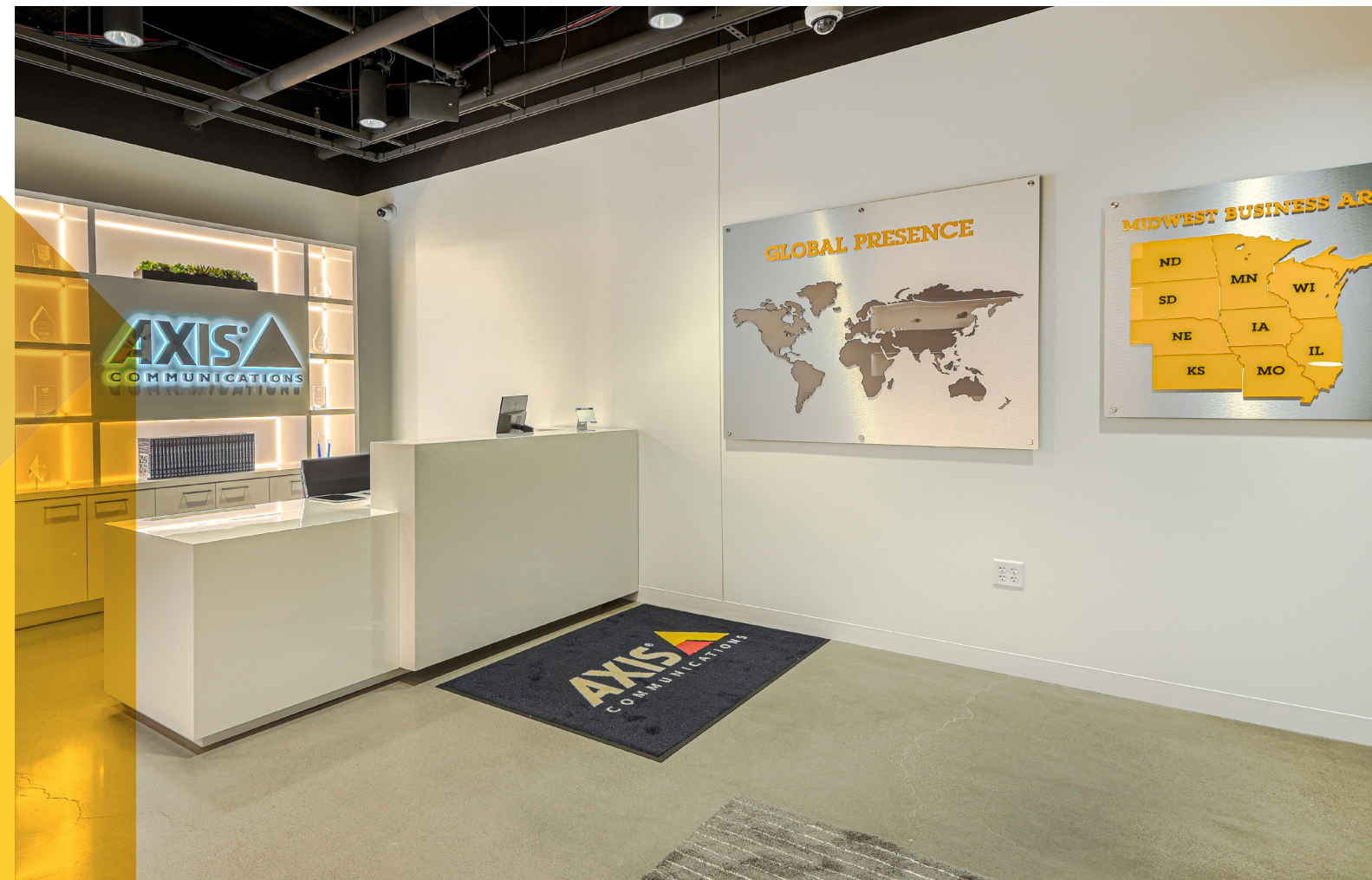


# About Axis

Axis Communications was formally founded 1984 by Mikael Karlsson, Martin Gren and Keith Bloodworth. The year before, Martin Gren and Mikael Karlsson founded the company Gren & Karlsson Firmware. With Mikael's knowledge and understanding of International Business, Martin's technical expertise and Keith's skills in sales models they formed a complementary and dynamic combination. By the end of the 1980s Axis had established a position as one of the three world leaders in protocol converters/printer interfaces.

With the emergence of new technologies and the growing importance of network accessibility, Axis broadened its connectivity scope to include solutions for network printing and document management in wired and wireless environments. In response to the convergence towards IP-based systems, Axis also focused increasingly on applications for video surveillance, remote monitoring, and web broadcasting, and introduced the world's first network camera in 1996.

While Axis has come a long way since then, one thing hasn't changed – Axis' dedication to serving the market with a consistent succession of winning network video solutions that expand the users' potential. Today, Axis is the world leader in network video, driving the shift from analog to digital. Focusing on a new wave of innovation, Axis is continuously making advances in light sensitivity, dynamics, color reproduction and resolution in its network cameras. Beyond that, Axis is also successfully moving into new markets, such as access control. Driven by the vision to come up with new, innovative, smart solutions that meet user needs, Axis will expand its portfolio to keep achieving that.



## Axis Experience Center in Minneapolis

In October 2022, the Minneapolis Axis Experience Center opened in the Offices at the Mall of America. Business Area Director, Karl Radke shared what expanding into the Minnesota market means to our Midwest Business Area, "Our Axis Experience Centers give customers the knowledge and hands-on experience they need to make the best choices for their own unique projects. Opening an AEC in Minnesota allows us to get even closer to our valued stakeholders in the Midwest, offering them the opportunity to connect with our experts and our products in an incredible high-tech environment unlike anything they've seen before."

### Address



The Offices at the Mall of America  
2131 Lindau Lane, STE 620  
Bloomington, MN 55425  
Tel.: +1 (978) 614-2160  
<http://bit.ly/3kyOeQH>

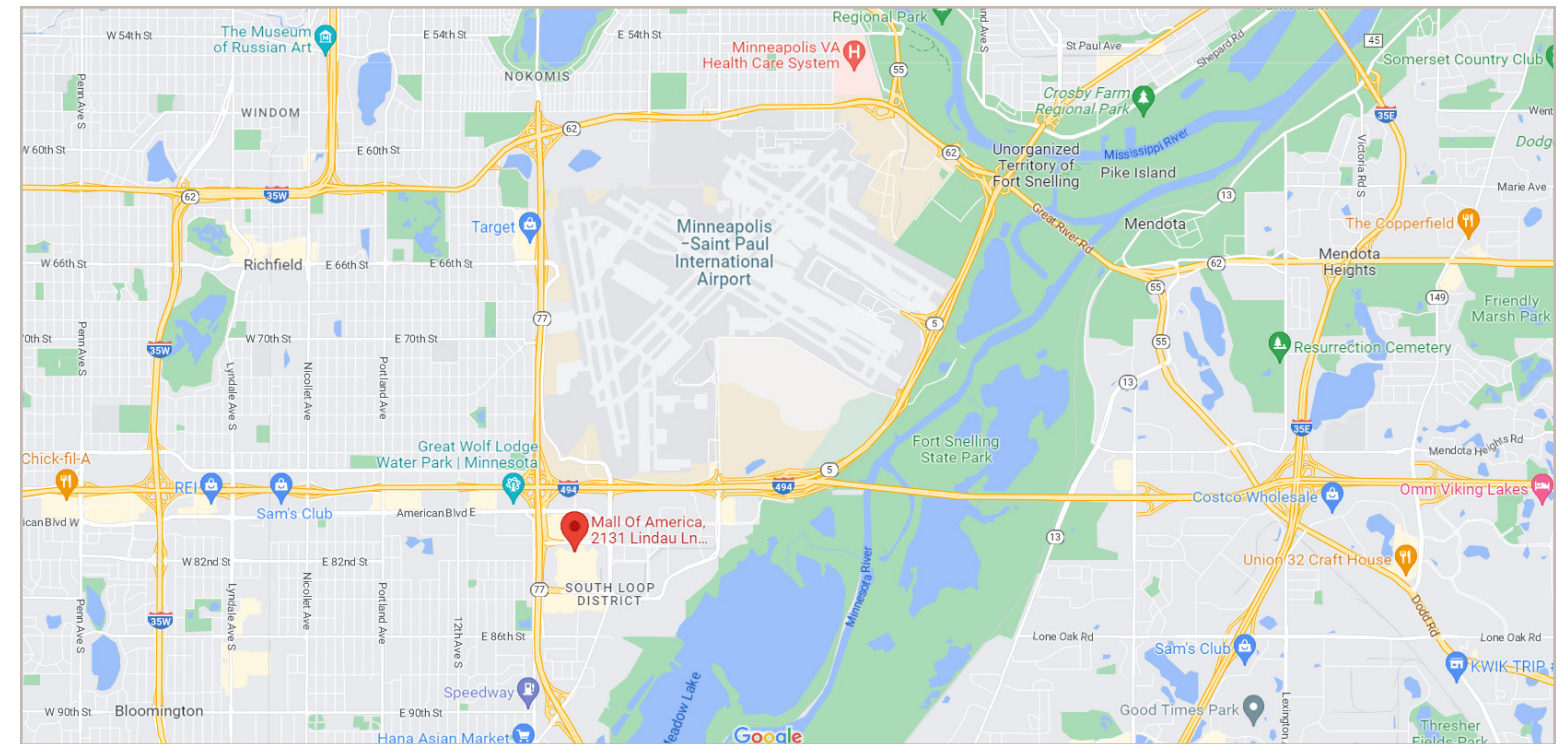


# How to get to Axis

## By air

Minneapolis/St. Paul International Airport (MSP)

The closest international airport is Minneapolis/St. Paul International Airport, which is just 1.5 miles from the Minneapolis AEC.

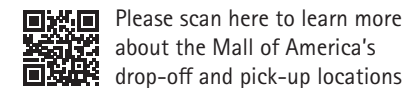


## By Uber/Lyft

If you have the app on your phone, there is an abundance of Ubers and Lyfts in the area.

**Destination:** Mall of America

**Drop-off/pick-up location:** North entrance



<http://bit.ly/3J6LZ0s>

## By car

### Parking & Directions

- > Follow the MOA Valet parking signs
- > Enter underground ramp next to the JW Marriott Hotel
- > Park on the first level of underground parking in the office visitor spots or indicated Axis Communications spots
- > Go to the elevator enclosure marked The Offices at the MOA
- > Take the elevator to the 6th floor and we are the only office on that floor







### Meeting rooms

- > Security operations center  
suitable for 6 people
- > Conference room  
suitable for 10 people
- > Training & certification room  
suitable for 18 people



## Where to stay

There is an abundance of excellent and adequately priced hotels in and around the Mall of America. We have negotiated corporate rates with the local Hilton, Marriott, and Radisson groups.



**The Radisson Blu Mall of America**  
<http://bit.ly/3J6KtLL>  
 Code: 57482



**Element Bloomington Mall of America**  
<http://bit.ly/3lNeveo>  
 Code: XCM



**AC Hotel Bloomington Mall of America**  
<http://bit.ly/41DyjkI>  
 Code: XCM



**Home 2 Suites by Hilton Minneapolis Mall of America**  
<https://bit.ly/42lKKMw>



**TownePlace Suites Minneapolis Mall of America**  
<http://bit.ly/3FUMkRR>  
 Code: XCM



**Tru by Hilton Minneapolis Mall of America**  
<https://bit.ly/42lL5lK>

# Choose the space that best suits you

As an Axis partner, you are encouraged to make use of our Axis Experience Center and all of its facilities. Consisting of a 4,500 sq. ft. state-of-the art solutions lab, security operations center that is showcasing over 200 Axis devices live and operational, our high-tech meeting room, and cutting edge training and certification room. As well as, a reception area to greet guests, kitchen equipped with tea and coffee machines, and much more.





# Dining

## In the MOA



### Cedar & Stone

American fusion cuisine

<https://www.cedarandstoneurbantable.com/>

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### FireLake Grill House & Cocktail Bar

Minnesota inspired cuisine

<https://www.firelakerestaurant.com/location/fire-lake-mall-of-america/>

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### Twin Cities Grill

American grill cuisine

<https://www.twincitygrillrestaurant.com/>

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### Crave

American kitchen & sushi bar

<https://cravemoa.com/>

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### Hazelwood

Modern comfort food

<https://hazelwoodfoodanddrink.com/>

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### Bella Ciao

Italian cuisine

<https://ciaobellamn.com/>

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### Woolley's

Kitchen + bar & seafood restaurant

<https://woolleysrestaurant.com/>

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### Tavern 23

New American eats & craft cocktails

<https://www.tavern23mn.com/menus/#dinner>

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