Dear Axis Partners,

Axis warmly welcomes you to our Channel Convergence Conference, to explore the future of video surveillance – from our perspective.

We view strategic collaboration with our extensive network of distributors, system integrators, resellers, software developers, technology vendors, and consultants as key to mutual success. The benefits of network video are already realized in enterprise installations the world over. And convergence is no longer a question.

The questions now are:
> How can we sustain continued growth to meet our 2020 goals?
> And how can we help our partners grow their business with us?

We look forward to sharing new technologies and exploring partnership strategies for specific industry segments. But more than just theory, we’ll start developing our regional plans and networks. Together.

We all play an important role in the evolution of video surveillance, and we look forward to building solutions with you – our most strategic partners – today.

Best regards,
Your Axis Team
WEDNESDAY, JUNE 13

18:00 - 18:30
Grand Hyatt Hotel garden
(if bad weather, we will move inside)
Welcome speech and drink
Gurhan Yildiz, Magnus Zederfeldt and Dominic Bruning, Axis Communications

18:30 - 21:00
Grand Hyatt Hotel garden
(if bad weather, we will move inside)
Buffet dinner with local beverages

21:00 onwards
Grand Hyatt Hotel garden
(if bad weather, we will move inside)
Games and mingle

19:00 -
Tyana II
UEFA EURO 2012 – LIVE!
Denmark – Portugal
Group B, 19:00
Arena Lviv, Lviv

21:45 -
Tyana II
UEFA EURO 2012 – LIVE!
Netherlands – Germany
Group B, 21:45
Metalist Stadium, Kharkiv

THURSDAY, JUNE 14

09:00 - 09:30
Grand ballroom
Welcome to the 2012 Axis Channel Convergence Conference
Bodil Sonesson and Elin Skarp, Axis Communications

09:30 - 11:00
Grand ballroom
Product and technology innovations
Petra Bennermark and Peter Friberg, Axis Communications

11:00 - 11:30
Hall outside Grand ballroom
Refreshment break

11:30 - 13:00
Grand ballroom
Partnership for the future
Bodil Sonesson, Lars Paulsson, Magnus Zederfeldt and Dominic Bruning, Axis

13:00 - 14:00
Grand Hyatt restaurant
Lunch

14:00
Hall outside Grand ballroom
Departure by buses to Grand Bazaar

14:00 - 17:00
Istanbul Grand Bazaar
Partner Spirit Competition

18:00
Hall outside Grand ballroom
Departure by buses and boat to Suada Club

18:30 - 23:00
Suada Club
Gala Awards Dinner

23:00
Suada Club
Departure by boat to Reina Night Club

23:30 onwards
Reina Night Club
Buses will depart for Grand Hyatt at 12 a.m., 1 a.m. and 2 a.m.
FRIDAY, JUNE 15

09:00 - 09:20  
**Grand ballroom**  
Welcome to day 2 of the 2012 Axis Channel Convergence Conference  
Elin Skarp, Axis Communications

**MEETING SPECIFIC CUSTOMER NEEDS. TOGETHER.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:30 - 10:30</td>
<td>(Session 1) Grand ballroom</td>
<td>Retail</td>
</tr>
<tr>
<td>10:45 - 11:45</td>
<td>(Session 2) Grand ballroom</td>
<td>Transportation</td>
</tr>
<tr>
<td>12:00 - 13:00</td>
<td>(Session 3) Grand ballroom</td>
<td>Banking</td>
</tr>
<tr>
<td></td>
<td></td>
<td>City Surveillance and Critical Infrastructure</td>
</tr>
</tbody>
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Partners have pre-selected three segment sessions. Refreshments will be available during the breaks.

13:00 - 14:30  
**Grand Hyatt restaurant**  
Lunch hosted by the regional sales teams
- Northern Europe - Phil Doyle + sales team
- Southern Europe - Edwige Maury + sales team
- Middle Europe - Edwin Roobol + sales team
- Central Eastern Europe - Anna Forsberg + sales team
- Middle East and Africa - MEA regional sales team

14:30  
**Hall outside Grand ballroom**  
Departure to airport

*Guests are welcome to stay at their own expense.*
Mr. Anderson joined Axis in 1997, and is focused on building the company's offering and presence in the transportation sector on a global basis. The transportation sector involves business with public transport, aviation, traffic, maritime and cargo. Mr. Anderson has a vast experience in business development in many industry sectors as well as long leadership in product management and project management.

Mr. Bruning is Director of Global Alliances at Axis Communications with responsibility for defining alliance partner strategy, initiating new relationships and managing and optimizing key partnerships. Since 1999, Mr. Bruning has held various senior sales and marketing roles at Axis. He also held the position of managing director, UK & IRE between 2001-2006.

Ms. Bennermark joined Axis in 2001. Ms Bennermark is now Product Manager, Fixed Domes, which includes responsibility for the profitability of our portfolio of fixed domes and the roadmap ahead for this area. Prior to Axis, Ms Bennermark worked as a product manager as well as a project manager in the area of industry automation at Tetra Pak and before that, as a product manager at Alfa-Laval Food Engineering.

Mr. Friberg is responsible for Software and solution offerings as well as solution sales support and Technical Services. He joined Axis in 1999 and has been working in many leading roles within R&D and product management. Prior joining Axis, Mr. Friberg worked with System and Solution design, sales and commissioning within companies such as ABB and Cap Gemini.

Ms. Månsson, joined Axis in 1998 and is responsible for the overall sales strategy for Axis' initiatives towards the financial market. In her previous role as Director Pan-EMEA Accounts, Mrs Månsson was responsible for the company’s channel sales strategy in EMEA as well as managing all global distributor and system integrator accounts in EMEA. Prior to Axis, she worked as a market analyst at SCA Packaging.
Ms. Skarp, currently responsible for Axis’ overall focus on Global End Customers, joined the company in 2000. Ms. Skarp’s background includes more than 10 years of experience in various sales management roles at Axis, most recently as EMEA Program Manager, a role which included the main responsibility for the Axis Partner Programs within the region.

Ms. Sonesson joined Axis in 1996 and is now responsible for Axis’ global sales organization. Previously, Ms. Sonesson has been active in various sales and marketing roles, including Country Manager, France and UK and Regional Director, EMEA and was responsible for opening up the company’s first subsidiaries in Europe. Prior to Axis, she was a senior consultant at Lars Weibull AB.

Mr. Zederfeldt joined Axis in 2008. Since 2010, Mr. Zederfeldt is globally responsible for Axis Distribution partner program including Account Management of Axis global distribution partners. He was previously responsible for the Nordic Sales organization in the company. Mr. Zederfeldt has 20 years’ experience in International Sales and Marketing management. Prior to Axis he held a position as Global Sales & Marketing Leader for Johns Manville AB.
External speaker bios

Markus Schiefer  
Regional Manager  
G4S Security Systems

Since 2004, Markus Schiefer has worked with centralized and decentralized IP video surveillance solutions in the banking sector, designing a number of enterprise bank deployments. Mr. Schiefer is a recognized solution expert and regularly provides valuable insight about the advantages of IP video surveillance for banks.

Mauro Medico  
CEO  
Dynamic Studio S.r.l.

Mr. Medico is CEO and co-founder of Dynamic Studio S.r.l., an Axis partner since 2002. Mr. Medico has a great deal of experience with video surveillance systems. Since 2004, he has worked mainly in the retail sector providing marketing solutions as people counting, video analysis and digital signage. His customers include primary supermarket chains and retail stores in the clothing, textile, personal care and gaming sectors.

Beppe Andrianò  
Co-founder  
Think and Make IT

With more than 23 years experience, Mr. Andrianò founded Think and Make It, a consulting company focusing on digital signage, radio instore and retail intelligence, coordinating worldwide projects for major Italian fashion brands. Mr. Andrianò is actively involved in retail associations including POPAI, the OVAB DBCI advisory board and AssoDS.
Your conference team

Jessica Olsson  
Corporate Events Manager  
Axis Communications

Björn Callefors  
Distribution Sales Coordinator  
Axis Communications

Barbara Johansson  
Partner Marketing Manager  
Axis Communications

Victoria Karlsson  
Partner Marketing Manager  
Axis Communications

Pia Månsson  
Manager, MarCom and Events  
Axis Communications

Coralie Roy  
Marketing Manager, Southern Europe, Axis Communications

Ryan Sykes  
Technical Events Coordinator  
Axis Communications
Discover Istanbul

History
Inhabited for more than 2,500 years, the old walled city of Istanbul was one of the most coveted places in the world. To resist invaders, its inhabitants built massive 5 meters deep walls. Yet, the walls were more like an invitation, a signal that something worth taking hid within its walls.

Formerly known as Constantinople, and before that as Byzantium, Istanbul was founded at a crossroad between Europe and Asia, Christianity and Islam. It was the capital city of the Roman, Byzantine, and Ottoman Empires and briefly the capital city of the Turkish Republic, each opening the city’s doors to friends and firmly shutting them to enemies.

The Romans renamed it after Constantine the Great, who declared it the new capital of a united Roman Empire. Something about this city by the water compelled its leaders to spare no efforts in aggrandizing it. The Byzantine Empire spent countless fortunes building palaces, churches, and other buildings. So did the Ottoman Empire, which captured the city in 1453 and proceeded to cover the city with palaces, mosques, and water fountains.

Unfortunately, dozens of earthquakes have shaken the city throughout its history, turning buildings to dust. Yet, Istanbul retains its exuberance, its charm, and its place in history.

7 fun facts about Istanbul

✓ Istanbul is the only city in the world which is both in Europe and Asia geographically.

✓ Even if it is the largest city in Turkey with close to 12 million inhabitants, Istanbul is not Turkey’s capital. Ankara is the country’s capital since 1923.

✓ Istanbul has the third oldest subway in the world, built in 1875 (after London and New York).

✓ Grand Bazaar is the biggest old covered bazaar in the world, with over 3000 shops.

✓ 4 bronze horses which today decorate San Marco Cathedral in Venice, were taken from Istanbul (Constantinople back then) by the Crusaders in the 13th century.

✓ During the Middle Ages in the Ottoman Empire, Istanbul had over 1400 public toilets in the city, meanwhile there weren’t any even at the palaces of other European cities.

✓ Agatha Christie wrote her famous novel “Murder on the Orient Express” at Pera Palas Hotel in Istanbul.

Top 10 things to do in Istanbul
1. Explore the exotic monuments of the Byzantine and Ottoman Empires in the Old City
2. Visit Hagia Sophia: once a church, then a Mosque and now a Museum!
3. Cruise up the Bosphorus with Istanbul Shore Excursions
4. Shop in the Grand Bazaar and the Spice Market
5. Stroll through the Istiklal Street in Beyoğlu
6. Soak up the atmosphere of fishing villages along the Bosphorus
7. Ride a bike around tranquil Prince’s Islands
8. Have a refreshing Hamam experience
9. Sip a cup of tea as you watch boats passing by the Bosphorus Strait
10. Taste Turkish food!
Arrival
Upon arrival at Istanbul’s Atatürk airport on Wednesday, June 13, you will be greeted by an Axis representative; please look for the Axis sign in the arrivals hall. You will then be transferred to the Grand Hyatt Istanbul where you should go to the main reception for check-in. Axis will have a hospitality desk situated in the conference lounge area where you will receive your welcome package.

Breakfast
Breakfast is included with your two hotel nights and is served from 6:30 am in the Grand Hyatt hotel restaurant.

Check-in / Check-out
The official check-in time at the hotel is 15:00 pm. The official check-out time at the hotel is 12:00 am. The hotel will store your luggage after checking out on Friday morning. Please make sure your luggage is clearly labeled with your name.

Climate
Climate in Istanbul is usually warm and humid in summer. June temperatures: Min 17°C - Max 25°C.

Departure
Transfers from the Grand Hyatt for Atatürk Airport will be arranged for Friday, June 15, according to your flight schedule. Transfer takes about 20 minutes.

Dietary requirements
We will accommodate the dietary requirements that you informed us about when registering for the event.

Dress Code
Conference: Business casual
Activities: Casual
Gala awards dinner: Formal business suit and tie are appreciated. Please wear an overcoat/jacket as we will be taking a ferry across the Bosphorus to reach our destination.

Electricity
Electricity in Istanbul is 220 volts, 50 Hz.
Plugs and adapters: The standard European plug is used in Turkey.

Expenses
All organized transports, meals and accommodation costs relating to your attendance at this event will be covered by Axis. You will be responsible for settling your account for any incidental room charges, i.e. minibar, laundry, telephone, etc. directly with the hotel upon departure.

Football
You will have the opportunity to watch the UEFA EURO Tournament games on the evening of Wednesday, June 13: Germany-Netherlands and Denmark-Portugal.

Health formalities and insurance
We would recommend that you check with your local Human Resources Department with your company to confirm whether you are covered by company travel/medical insurance for the duration of this event. The Axis events team will provide basic medical equipment such as first aid kit, pain killers, etc.

Hotel
Located in the new center of modern Istanbul, the Grand Hyatt hotel is a 360 luxury rooms and suites hotel with spectacular views of either the city, the pool or the Bosphorus Strait. This Istanbul city-center hotel is just minutes away from the historic landmarks of the Old City, including Hagia Sophia, the Blue Mosque and Topkapi Palace. This 5-star Istanbul hotel is a host to Gaia Spa and Fitness Center and features an outdoor swimming pool, floodlit tennis court and Turkish Bath.
Language
The official language in Istanbul is Turkish, however English is widely spoken.

A few words to get you started in Turkish:
- Merhaba = Hello
- Güle güle = Goodbye
- Evet / Hayır = Yes / no
- Lütfen = Please
- Teşekkür ederim = Thank you
- Özür dilerim! = Sorry!
- Efendim? = What? Pardon me?
- Nasıl? = How are you?
- İyiyim = I’m fine.
- Adım = My name is...
- İngilizce biliyor musun? = Do you speak English?

Money
The official currency in Istanbul, Turkey is the Turkish Lira (TRY).

TRY 1.00 = Euro 0.43
TRY 1.00 = UK sterling 0.35
TRY 1.00 = US dollar 0.54

Please note that the Euro is accepted throughout Turkey. Mastercard, American Express, Diners Club and Visa are widely accepted.

Passport / Visa
Before you travel for Istanbul make sure your passport is valid for at least 6 months from the date you travel to Istanbul or you may not be admitted.

Please check with your regional Axis contact what kind of visa you need. Most nationalities can buy entry visas at the Turkish border gates, app. 20 EUR.

Time
Local time is GMT + 2 hours.

Useful contacts
Axis Communications
- Event Manager – Jessica Olsson
  Mobile: +46 708 525 937
- Event Support – Björn Callenfors
  Mobile: +46 733 097 574
- Event Support – Coralie Roy
  Mobile: +33 6 08 01 06 84

Wi-fi
You will have free wi-fi at the hotel. Login information will be included in your welcome package at arrival to the hotel.
About Axis Communications
As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis’ products and solutions are based on an innovative, open technology platform.
Axis has more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.