

*Oslo, December 7, 2015*

## **Axis Showcase Shines Light on Partner Innovation**

**Axis showcases software and technologies with partners to over 400 attendees at highly successful 2015 events in UK and Sweden**

Axis Communications, the global market leader in network video was joined by its partners for two highly successful events showcasing some of the leading innovation in the network video industry.

The two events held over two days in two countries within Northern Europe - day one in Sopwell House, St Albans, Hertfordshire, UK and day 2 at Axis HQ, Lund, Sweden saw more than 30 partners showing solutions covering a number of different areas including business management applications, hardware and technology, physical access controls, security applications, transmission and storage and video management software. A total of 230 people attended the UK event and 210 in Sweden.

Doug Adams, Axis Business Development Manager for the Application Development Programme and Technology Partner Programme described the success of the events: "The Axis Northern European team were delighted to put on such a great event last week. The showcase open days hosted in the UK and Sweden were extremely valuable to our visitors. We had over 30 software and hardware partners showcasing their solutions to our system integrator partners, distribution partners, consultants and end users.

"With the visitors able to see a large number of leading expert companies that support Axis products to deliver proven network video and access control solutions. This demonstrated the strength and depth of what our Application and Technology partner programs can bring to the market today.

"This ultimately leads to end users having more choice in Axis Solutions with bringing a best of breed approach to the market."

And his views were echoed by Sebastian Jensen, Global Sales Expert SeeTec who said: "The event itself was fantastic, all the visitors was really excited and was interested in what we had to show. I would say that this event was the best event I ever participated in, from all perspectives and I really hope that this event will come up again next year."

Agnetha Kleiner, Partner Manager for Securiton added: "Both Axis Partner Showcases in the UK and Sweden have not only been excellent by being very well organised and placed in high profile venues, but also due to the vast number and high quality visitors, with whom we were able to have one-on-one discussions and product presentations. It proved to be a perfect forum for creating an in-depth network of hard-and software manufacturers, system integrators, end-customers and other interested parties.

“Not only specific projects were discussed and brought to a next level, but also completely new partnerships or integration scenarios between manufacturers themselves were formed, in order to provide overall system solutions satisfying end-customer requirements. We would be very happy to participate at such event on an annual basis.”

This year’s event was the largest of its kind in the UK and Sweden and was attended by installers, system integrators, consultants, end users and people who benefitted from the opportunity to see how Axis and its partners can provide solutions to meet their surveillance and business requirements.

The open days, were held in the UK on 24 November 2015 and at Axis Communications HQ, Lund, Sweden on 26 November 2015 and offered delegates the chance to meet over 35 leading software and technology providers, all in one day and under one roof.

Visitors learnt about the latest developments and opportunities in all areas of network video including video analytics, business intelligence and associated technologies, through demonstrations of real-life applications and solutions delivered by some of Axis’ key development partners.

All of the exhibiting companies were members of the Axis Application and Technology Partner Programmes which has been running for 15 years and is designed to offer members of the Axis Channel partner programme access to leading innovation and technologies .

The following companies attended the event:

Agent Vi, Aimetis, Avaya, BCD Video, Buffalo Technology, Cathexis EU, Cognimatics, Digital Barriers, Entelec, Everseen, Genetec, Icomera, Icomply, Infobric, Innaware, IPS, Milestone. Mirasys, Nedap, Optex, Qognify, P3R Labs, Prism, Raytec, Razberi Technologies, SeeTec, Secure Logiq, Sound Intelligence, Thinking Space, Veracity, Vizualize, Wavestore, Western Digital, Xtralis, Zenitel.

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#### ***About Axis Communications***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network.*

*Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.*

*Axis has more than 1,900 dedicated employees in more than 40 countries around the world, supported by a network*

*of over 70,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com)*

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