

Bangkok, April 24, 2013

## **AXIS Appoints BACOM to meet intense demands of network video surveillance solutions**

### **Increasing use of digital video network as a result of the nation will enjoy 3G and approaching of AEC**

Bangkok - April 23, 2013 - AXIS Communications, the market leader in network video, today announced the appointment of BACOM to be its latest distributor in Thailand to meet high demands driven by innovative use of the video surveillance solutions in Thailand. With extensive experience in HD CCTV security solutions, BACOM will be offering complete range of Axis products, accessories and solutions to customers in all industries.

Continuing its front line leadership in the video surveillance solutions, Axis is committed to driving the convergence to IP by making IP surveillance available to everyone, and has a range of products and solutions for every scenario. Thailand has been innovative in technology while the surveillance solutions are also used as to help the nation not only in the monitoring of an area but also in managing traffic and accidents on the road, surveillance in retails industry, for instances.

Mr. Tanakrit Rodjanasiraphapha, Managing Director, BACOM Internetwork said that “We are very pleased by this appointment from AXIS, as we’ve shown to our customers of our knowledge and experiences in the field. Through world class products and solutions from AXIS, we will provide innovative and technical advices, solutions and after-sales services for security system integrators during and after product integrations. Our partners and customers are ensured by our expertise and services are unparalleled.

Mr. Nafis Jasmani, Regional Manager, Axis Communications Ltd., said that “As 3G infrastructure will be a key factor that enables the accessibility of surveillance security much more than ever, and the approaching of AEC will eliminate burdens as much as widen the opportunity to businesses, plus more concerns in security protections, these lead to the fact that demands for high-end digital surveillance security solutions will be increasing immensely. With these reasons, we are confident BACOM who is an expert in their respective fields will demonstrate to the customers and markets the best practice of security surveillance and why they need to seriously consider having ones. AXIS and BACOM, we will work very closely to ensure the markets that they will be well protected by our solutions together with local market expertise from BACOM.”

Mr. Jasmani added that Axis is committed to deliver smart choice, capabilities and solutions to our customers. IP video surveillance should be made available to everyone, and has a range of products and solutions for every scenario. As the industry leader, Axis is optimizing image quality tailored for every surveillance scenario and incorporates smart capabilities. Last but not

least, combining tight integration with partners, Axis provides smart and flexible video surveillance solutions that meet fast-changing user expectation for managing businesses effectively. User experiences are our utmost goal.

#### About BACOM

BACOM is a leading security surveillance solutions provider in Thailand. The company offers consultation, world-class solutions, implementation and after sales services to customers in all industries. Bacom Internetwork Co., Ltd. has been the pioneering marketer and distributor of some of the most intelligent and innovative security technologies in Thailand. Bacom Internetwork's teams are highly knowledgeable and experienced in supporting security system integrators and equipment supplier companies.

#### *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 1,400 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](http://www.axis.com)*

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