

London, November 15, 2011

Axis Communications recognises outstanding partner performance

In recognition of the success of its partner program across Northern Europe, Axis Communications, the global leader in the network video market, recently held its VIP Partner Event and announced the winners of its 2011 awards.

Axis invited many of its partners from across Northern Europe to the VIP Partner Event at its headquarters in Lund, Sweden. At the event, the partners celebrated 15 years of network cameras and were shown how many of Axis' new product ideas have come to life.

The awards ceremony took place at the close of the event and were presented to those partners that had made outstanding achievements during 2012.

The 2011 categories and winners are:

Strongest growth – Gwibs 24-7

This company has achieved stellar growth in the last 12 months, largely due to taking full advantage of the accelerated convergence of analogue to network video in the retail sector. □

Best project incorporating analytics – Rapiscan

For its intruder detection analytics project which protects an international border that has trains passing across it.

Most innovative project – Securitas Sverige AB

For an integration project incorporating Milestone VMS Smart Wall into its control room using Axis IP and thermal cameras incorporating analytical software.

Largest project – YIT (Finland) – VR Group bus project

1,000 Axis cameras have been installed into 400 buses for this project.

Partner of the year – Niscayah AS Norway

This award goes to Niscayah for increasing its sales of Axis products year-on-year and making the most of the complete Axis product portfolio.

Phil Doyle, regional director, Northern Europe, Axis Communications said: "Our partners play an integral role in the success of our business. It has been a real honour to spend time with them at our headquarters and celebrate their success.

“Over the past 12 months we have seen an innovative approach to the use of our entire product range and huge success as a result in a variety of sectors including retail, banking and finance, and transportation.

“Our partners work hard to educate end-users about the many benefits of video surveillance and the business intelligence it provides, which is resulting in increased convergence to IP.

“It is a pleasure to recognise the hard work and achievements of our partners and we look forward to our continued success in 2012.”

For further information about the Axis Partner Program visit <http://www.axis.com/partner/>.

Notes to editors

1 Axis Communications is the global market leader in the network video market with a market share of network cameras of 33.5%. The world market for network cameras alone is forecast to be worth more than \$2.5 Billion by 2012. The network camera market is set to have a CAGR of more than 35 per cent per year over the next five years, according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled ‘The World Market for CCTV and Video Surveillance Equipment 2008 Edition’ published in November 2008.

About Axis

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 analogue 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 more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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