

London, October 25, 2012

Axis Communications celebrates outstanding partner performance

Axis Communications, the global leader in the network video market, celebrated outstanding partner performance at its awards held last night. The awards are the highlight of its annual VIP Partner Event.

Axis invited 50 of its highest performing and most innovative partners from across Northern Europe to the VIP Partner Event held in Dublin, 24th and 25th October. Exclusive awards were presented to partners for their outstanding achievements and contributions during 2012.

The 2012 categories and winners are:

Most innovative project – Gratte Brothers

Gratte Brothers has rolled out AXIS P3346 cameras integrated with heatmap analytics across stores with one of the UK's leading supermarket retailers. This innovative solution is being used to monitor customer shopping habits at various points along the aisles. It enables the retailer to understand which aisles and exactly which shelves customers most frequently pick goods from in order to generate business intelligence for merchandising and category managers.

Largest project – KMH

After initial successful trials and cost benefit analysis against its legacy analogue installations, a leading premium supermarket chain continued to rollout Axis IP cameras to its new stores during 2012 both in the UK and overseas.

Best project with analytics – Bravida

With an advanced solution that combines the Intelligent Video Analytics (IVA) application "trip wire" with advanced motion detection, Bravida has provided successful IP surveillance installations to one of Norway's largest distilleries and liquor warehouses.

Strongest growth – 2020 Vision

Having shown phenomenal growth this year, 2020 Vision continues to lead the way with IP solutions in the UK. The company's many successful projects include the NHS Trust in the north of England which included over seventy five HD cameras, twenty five of which were AXIS 1080P PTZ domes.

Northern European partner of the year – Securitas

Securitas has taken its "Remote Video Solution" from concept to market, combining its guard

service with Axis network cameras to provide a leading remote surveillance solution through its alarm centre. The company's solution was first launched in the Northern Europe region and following this success will now be rolled out on a global scale.

Phil Doyle, regional director, Northern Europe, Axis Communications said: "The last year has seen significant growth and innovation within our Axis Partner Program. The move to IP video surveillance has opened opportunities for our partners and we would like to congratulate everybody who attended the event. The award winners have demonstrated that they possess a level of knowledge that marks them as leaders in this fast-growing market and we congratulate them on their achievements."

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

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About Axis

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world — driving the shift from analogue 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 over 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 172 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.

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