

Watford, March 5, 2013

Axis appoints new regional director

Axis Communications, the global market leader in the network video market has today announced that Atul Rajput has been appointed as regional director, Northern Europe. Atul has been with Axis for over 15 years and has operated across a number of sales, technical and business development disciplines. Most recently Atul formed part of the regional management team, with responsibility for the business development function across Northern Europe. He has been instrumental in raising awareness of the role that network video can play in key industry sectors such as retail and transport, overseeing important strategic projects win in these sectors.

In his new role, Atul will develop and manage the strategic direction for the Northern European region as well as providing a long term growth plan to build the business and the team in line with corporate goals and objectives. He will also take an active part in shaping global strategy for Axis as well as driving new areas of focus such as the 'Axis Camera Companion' for SMEs.

Speaking on his new appointment, Atul said: "This is a fantastic opportunity and I relish the challenge. I look forward to helping to maintain our strong market-leader position and continue to drive business growth and drive the convergence from analogue to IP surveillance across Northern Europe.

"Axis has always strived to offer 'best in class' support for its wide network of loyal partners and leverage those relationships to deliver best of breed solutions to the market. I am fully committed to continuing to support our channel in focusing on cost effective solutions that deliver real business value for our customers, that only raise the bar for safety and security, but also positively impact operations and business processes", he continued.

Bodil Sonesson, vice president of global sales at Axis Communications added: "We are delighted to welcome Atul to his new role. He has operated in the industry for over 15 years and is one of the most experienced network video professionals in the security market being involved in some of the UK's most high-profile network video deployments.

"He is committed to Axis' vision and to driving a knowledgeable and passionate regional team to ensure that we only deliver the very best for all our customers."

Atul was instrumental in designing and launching the Axis Academy in the UK, one of the most comprehensive training initiatives in the market supporting the ongoing migration from analogue to network video systems. Today the Axis Academy has trained more than 30,000 partners across the globe.

He has also authored a number of articles and white papers particularly on the role network video can play in adding value to the retail sector.

For more information about Axis Communications visit www.axis.com.

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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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