

Watford, June 2, 2014

## **Axis to demonstrate a ‘smarter and safer world’ of video surveillance at IFSEC**

**Axis Communications, the global leader in the network video market will be demonstrating how it is continuing to open new opportunities and delivering a smarter and safer world of video surveillance at this year’s IFSEC International.**

As well as showcasing the latest innovations in network video at the international security trade show, Axis will be inviting attendees to learn first-hand how partnering with them can help businesses discover new markets and tap into new commercial opportunities.

Axis will be joined by five of its key partners offering visitors the chance to learn more about cloud hosting, edge-embedded analytics, efficient transmission and the use of network video to continually drive business improvement and performance as well as safety and security.

Sharing the Axis stand (Stand E1000) will be leading video analytics companies, Digital Barriers, IPS Intelligent Video Analytics, Wavestore and also communications and video specialists Fält Communications and video hosting system provider, Observit.

The Axis stand will feature some of its most cutting-edge technologies, including the latest innovations in ultra-high definition 4K resolution and AXIS Camera Station software for video monitoring and recording. Other advances on show in the ‘image usability’ area will allow visitors to see first-hand Axis’ market-leading Lightfinder technology as well as its Wide Dynamic Range (WDR), thermal imaging and other technical innovations such as its nitrogen-pressurized stainless steel HDTV PTZ dome cameras.

In addition, this year Axis will also be dedicating an entire section of the stand to its hugely successful partner programmes, including the Channel Partner Programme and the Architecture and Engineering Programme, designed to support network architects engineers and consultants involved in the design and specification of IP-based security systems.

As part of its commitment to training and development, Axis Communications’ Academy will also have its own presence on the stand. After having trained over 40,000 people globally and with training in the Northern European region at record levels, the Axis Academy is proving to be an expert in its field and clearly demonstrates the desire for recognised certified training to enable surveillance professionals to differentiate themselves in a crowded marketplace.

Throughout the three-day show, members of Axis’ Northern European team will be delivering several seminars, these include:

- Safe City Development – 17th June – 12:00 - 12:30

Speaker: Daren Lang, regional business development manager (northern Europe)

Location: Convergence Solutions Theatre

- The Road to Smarter Traffic – 18th June – 12:00 – 12:30

Speaker: David Thomasson, transportation business development manager (northern Europe)

Location: Convergence Solutions Theatre

- New technologies, new possibilities: smarter security for retail stores – 18th June – 16:00 – 16:30

Speaker: Scott Brothers, retail business development manager (northern Europe)

Location: Smart Buildings Theatre

- Top Ten Trends – 19th June – 10:30 – 11:00

Speaker: Atul Rajput, regional director (northern Europe)

Location: Convergence Solutions Theatre

Atul Rajput, regional director, northern Europe, Axis Communications, said: “I passionately believe that, as an industry, we are guilty of underselling the benefits of network video. All too often network video is viewed as a cost when in reality it can be a revenue generating opportunity.

“We know that one of the benefits of network video is the endless opportunities for integration into complementary applications, but the question remains, is that of real benefit to our customers and what opportunities does it present?

“We need to be bold and engage with all areas and departments as our technology touches every part of a business from logistics and operations right through to marketing and, of course, security. Network video shouldn’t be just a cost centre, it should be a key component in driving operational efficiencies throughout a business.

“For years the conversation has only been about the transition from analogue to digital – that discussion has ended. Today’s successful companies are those that are proactively looking at ways in which network video can create new business opportunities. Companies that embrace this and strive to discover new and innovative solutions can look forward to a smarter and successful future.

“At IFSEC we are determined to show people how we can help them and their organisations not only enhance their security, but also add real value to their business. We believe that our experience and that of our partner network mean we are perfectly positioned to drive this change.”

To discover more about Axis’ presence at IFSEC 2014 visit: [www.axis.com/ifsec/index.htm](http://www.axis.com/ifsec/index.htm)

*For more information about Axis Communications visit: [www.axis.com](http://www.axis.com).*

*For more information about IFSEC 2014 visit: [www.ifsec.co.uk/Content/Welcome](http://www.ifsec.co.uk/Content/Welcome)*

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**About Axis:**

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 its customers and carried 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 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS. More information about [www.axis.com](http://www.axis.com).

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