

Watford, May 12, 2015

Axis' cutting-edge technologies on show at IFSEC

Axis Communications, the global leader in the network video market will be demonstrating how it is continuing to innovate and deliver cutting-edge IP video technologies for a smarter and safer world at this year's IFSEC International.

Axis will be showcasing a host of new technologies and innovations at the international security trade show and will be inviting attendees to share in the experience of how partnering with Axis can help businesses achieve their goals and even discover new markets and new commercial opportunities.

Axis will be joined by three of its key partners offering visitors the chance to learn more about video surveillance and analytics as well as 'game changing' trends and technologies for IP video in 2015 and beyond.

Sharing the Axis stand (Stand E1000) will be IP video surveillance solutions provider, Genetec, and leading video analytics companies IPS Intelligent Video Analytics and NICE Security Solutions.

The Axis stand will feature some of its most cutting-edge technologies launched over the last year including 'Zipstream' – a new technology optimised for video surveillance and a radically more efficient H.264 implementation, and the successful AXIS A1001 Network Door Controller, featuring an open, non-proprietary platform for access management for both enterprise and smaller installations.

Also on show will be the AXIS C3003-E Network Horn Speaker, which is the first open standard, network loudspeaker for remote speaking. Supporting IP telephony, it enables seamless convergence between IT and security systems and simplifies integration between disparate systems over an IP network. Another recently-launched innovative product is the AXIS V59 PTZ Network Camera Series, designed to stream and webcast audio and video in a variety of applications such as in auditoriums, classrooms and sports venues, as well as for weather reports and traffic information.

Atul Rajput, regional director, northern Europe, Axis Communications, said: "2015 has been a hotbed of innovation at Axis. Innovation is at our core, it's in our DNA. In all my years at Axis, I can't remember a period when we have released so many innovative, new products and technologies in such a short space of time.

"I still 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. 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.”

Throughout the three-day show, members of Axis’ northern European team will also be delivering three informative seminars:

Video Surveillance Analytics – 16th June – 12:00 - 12:50

Speaker: Doug Adams, business development manager, northern Europe (ADP/TPP)

Location: Security Solutions Theatre

Game changing trends and technologies for video surveillance in 2015 and beyond – 18th June – 13:00 – 13:50

Speaker: Atul Rajput, regional director (northern Europe)

Location: Keynote & Convergence Theatre

Access Control – 18th June – 12:15 – 12:25

Speaker: John Allen, regional business development manager – access control

Location: Benchmark Innovation Arena – Stand B1800.

To discover more about Axis’ presence at IFSEC 2015 visit:

<http://www.axis.com/events/ifsec2015> or pre-book a stand tour by register here:

<http://www.axis.com/events/ifsec2015/registration>

For all Axis media enquiries, please contact:

Alex Henshall or Eleanor Byrne at Good Relations

Phone: + 44 (0) 1625 500800, E-mail: axis@goodrelationsregional.co.uk

For further information about Axis Communications Northern Region, please contact:

Kristina Tullberg, PR and Communications Specialist, Axis Communications Northern Europe

Phone: + 46 (46) 272 1800, E-mail: pressoffice-ne@axis.com

About Axis Communications

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 customers 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 1,900 dedicated employees in more than 40 countries around the world, supported by a network of over 75,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com

Axis Communications AB, Address: Emdalavägen 14, 223 69 LUND, Sweden, Phone +46 46 272 18 00, Fax +46 46 13 61 30 www.axis.com