

*Chelmsford, Mass., May 3, 2012*

## **IT and Physical Security Industries Collide at Interop as Networking Veteran Vincent Ricco Joins Axis Communications**

### **Ricco aims to evangelize IP video surveillance benefits and raise Technology Partner Program to new levels for entire channel**

CHELMSFORD, Mass. – Interop Booth #621 – May 3, 2012 – Axis Communications, the world leader in network video, today announced that 23-year network hardware and software industry veteran Vincent Ricco has joined the company as North American Business Development Manager for the Technology Partner Program. Ricco will join the Axis team at Interop 2012 (booth #621) to showcase the company’s network video surveillance solutions and educate the IT industry on the ongoing technology shift from analog CCTV to IP-based video surveillance.

Despite image quality, functionality, total cost of ownership and scalability benefits of IP video surveillance, analog technology still comprises an estimated 70 percent of new physical security installations. However, industry analysts predict that by 2014 network video surveillance sales will overtake analog in terms of revenue (IMS Research) and, by 2020, the surveillance market will be nearly 100 percent IP-based.

Through Ricco’s leadership, Axis aims to bridge the gap between physical security, hardware and infrastructure providers to build tight partnerships and mutual interoperability testing procedures that deliver complete IP video surveillance solutions. The Axis Technology Partner Program will grow to not only provide sales opportunities for leading IT hardware and infrastructure partners, but also solutions, sales and technical training and overall industry education for the entire channel – from security and IT systems integrators to distributors and end-users.

“Some of my friends and colleagues have asked, ‘Why move from IT to physical security?’ My response is always the same: It moved into me,” said Ricco. “In a world where nearly everything has gone digital, video surveillance is one of the last pure growth opportunities for IP technology. As the inventor of the IP camera and today’s industry leader, Axis was the logical choice for me.”

Ricco joins Axis following nearly two decades at Allied Telesis, Inc., a leading manufacturer of Layer 2-7 network hardware and software solutions. He held a variety of positions during his tenure at Allied, from district sales manager to vice president of sales. Most recently, Ricco was a senior network consultant working with end-users and integrators to provide infrastructure guidance for the physical security, transportation and healthcare markets.

“I’m excited to help evangelize the benefits of IP video while, at the same time, demystifying the technology for both analog users and the traditional IT channel,” he continued.

Ricco will report directly to Rob Muehlbauer – who was recently promoted to business development programs manager – and will work with the global partner and business development teams at Axis to help hardware, software and infrastructure partners navigate the physical security landscape amidst the analog to digital surveillance technology shift.

“When you consider our goals for the Technology Partner Program in North America, I can’t think of a better time than Interop to announce that Vince has joined our team,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “As our industry moves toward all IP, we’ll need technology partners by our side that are committed to growth in network video surveillance and the best in interoperability.”

Vincent Ricco has been a contributor to various IT standards organizations, such as the TIA/EIA Fiber Optic LAN Section and the HIMSS Infrastructure Standards Committee. He is based in San Jose, Calif., and will be one of the 150-plus regional employees reporting to the brand new Axis North American Headquarters in Chelmsford, Mass.

***About Axis Communications***

*As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world – driving the shift from analog 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 more than 1,000 dedicated employees in 40 locations around the world and cooperates with partners covering 179 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](http://www.axis.com).*

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