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Axis Communications Enhances Integration with Software Partners to Strengthen Global Offerings and Drive Proactive Surveillance

Axis formally announces three Application Development Partner levels; commits to increasing local support to foster open engagement and grow mutual business

CHELMSFORD, Mass. – NRF-LP Booth #1201 – June 12, 2013 – Axis Communications, the world leader in network video surveillance, today announces it has evolved its Application Development Partner (ADP) Program to increase intelligent software solutions for regional end-customers by enhancing local support and creating a more defined partner program.

The ADP Program enhancement announcement comes in time for Axis' Global ADP Conference at the company's headquarters in Lund, Sweden, and during the NRF-LP retail show in San Diego where Axis ADPs will be showcasing intelligent retail analytics in booth #1201.

Axis has strengthened the ADP Program by recruiting more dedicated personnel for closer collaboration with regional software developers. Exchanging local capabilities, market knowledge and cultural/legal awareness will result in earlier and easier integration of Axis products and capabilities with specific software solutions, especially those that are adapted for a certain region or industry segment.

“We see the opportunity to work more closely with ADPs of strategic importance in local markets as an important step in maintaining our continued global market leadership. By making an investment in dedicated Axis resources in all regions, we will continue to upgrade the ADP Program, further strengthen our market-leading position and create true win-win partnerships,” said Bodil Sonesson, VP Sales, Axis Communications.

“The ADP Program has grown from roughly 60 partners in 2002 to well over 1,000 software developers globally today,” said Rob Muehlbauer, Axis' Business Development Programs and ADP Program Manager in North America. “By better defining ADP levels and growing our local support by committing more resources, we can drive the industry toward an era of proactive surveillance through intelligent network video solutions for our mutual end-customers.”

Axis has formally introduced three levels of partnership in the ADP Program to foster open engagement, grow business and reward loyalty with clear benefits and requirements:

Application Development Partner

All qualified software vendors that are ready to integrate their commercial software with Axis network video products are eligible to join the program as an Application Development Partner. Axis offers a number of technical development tools, support and marketing benefits to help the

ADP have a successful start.

Silver ADP

Partners at the Silver level grow their business alongside Axis, focusing on joint installations, new opportunities and marketing initiatives. Silver ADPs successfully meet the demands of Axis end-customers with specific software solutions for prioritized industry segments.

Gold ADP

Gold ADPs are market leading companies that work very closely with Axis to focus on early integration and joint business development. Gold Partners provide robust, flexible and scalable network video applications. They offer first-line support and have demonstrated that Axis is their preferred network video surveillance vendor.

Axis' Application Development Partner Program offers focused tools, services and training to meet specific customer needs. For example, along with leveraging a public application programming interface (API), Axis provides partners with various software development kits (SDKs) to more easily integrate Axis network video streams into their applications. Additionally, Axis offers the Embedded Development SDK to enable partners to write applications for the AXIS Camera Application Platform, as well as the Axis Virtual Camera that allows developers to simulate multiple camera streams to test application performance.

The ADP Program is a cornerstone of Axis' partner network and of key importance to Axis as it helps software vendors fully integrate Axis network video products into end-customer solutions. By providing open programming interfaces, dedicated support and technical documentation and specifications, application developers can easily integrate with Axis' broad product portfolio and unique capabilities.

For more information about the Application Development Partner program, please visit http://www.axis.com/partner/adp_program/.

□ 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 1,400 dedicated employees in 41 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.

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