

Chelmsford, Mass., October 7, 2010

Axis Communications to Showcase Quality at All Levels at ASIS International with Expanded Portfolio of New Network Video Products

Axis' Booth, Powered by the World's Largest Technology Provider, to Demonstrate HDTV, Megapixel, Thermal and Hosted Video Solutions

CHELMSFORD, Mass. – October 7, 2010 – At next week's 56th annual ASIS International event, October 12-14, in Dallas, Axis Communications (booth #3103) will showcase quality network surveillance at all levels by exhibiting many new products, participating in numerous educational sessions and demonstrating expanded security and technology relationships with key partners. Please visit the Axis ASIS microsite for more info <http://www.axis.com/asis/>.

Booth Activity – Powered by HP (#3103)

The majority of the network and server infrastructure at booth #3103 will be provided by technology partner HP, one of the world's largest providers of IT infrastructure including servers, storage, workstations, networking and services. Powerful HP Workstations, Industry Standard Servers, network switches and Performance Displays will power the comprehensive video surveillance demonstration – featuring leading providers in their respective markets and illustrating a best-in-class network camera and infrastructure solution.

Specifically, Axis will feature numerous demo stations for the retail, government and transportation verticals, as well as a hosted video exhibit to illustrate various surveillance solutions to meet different application needs.

Additionally, Axis will provide attendees with a first look at its newest software developments and network video products including AXIS P3346, the industry's first fixed dome network camera with 3-megapixel and P-Iris control. Attendees can also demo the outdoor-ready, HDTV-quality AXIS Q6034-E PTZ Network Camera, the 5-megapixel AXIS P1347-E Network Camera, the newest AXIS Q1921-E Thermal Network Camera, and the latest in cost-effective network surveillance with M11 and M32 Series models.

To learn more, please visit Axis' ASIS microsite: [http://www.axis.com/asis/AXIS Video Hosting System \(AVHS\) Demo](http://www.axis.com/asis/AXIS Video Hosting System (AVHS) Demo)

Axis, together with its technology and service provider partners, will showcase a brand new AVHS software demonstration for visitors interested in learning more about hosted video. AVHS is a platform for creating a service provider-specific portal to manage video monitoring services over the Internet. Hosted video allows end-customers to enjoy all the benefits of network video without having to worry about network configuration, maintenance or storage.

Cloud Computing Boot Camp

Axis and Niscayah will be running a Cloud Computing Boot Camp during all three days of the exhibition for those interested in learning more about how hosted video can improve operational and budgetary efficiencies of network surveillance.

When: Tuesday, Wednesday and Thursday from 3:15-4:15PM; and also Tuesday and Wednesday from 9:30-10:30AM

Where: Dallas Convention Center – Exhibit Hall F – Room MR-3

ONVIF Networking Breakfast Reception

On the final day of the exhibition, Axis and Industry Liaison Steve Surfaro will be joining its fellow interoperability champions for an ONVIF Networking Breakfast Reception.

When: Thursday, 10/14 from 8:30-9:30AM

Where: Dallas Convention Center – Room C143 (Meeting Area C, Ground Floor)

Speaking Sessions

Axis executives will be panelists in many featured educational sessions throughout the conference:

Outsource This: Getting the Cloud Work for Your Physical Security Operation

When: Tuesday, 10/12 at 11:00AM

Where: Room D162

Axis Speaker: Steve Surfaro, Industry Liaison and Business Development Manager

Social Networking, Media and Your Personal Development

When: Tuesday, 10/12 at 4:30PM

Where: Room D166

Axis Speaker: Steve Surfaro

Video Quality in Public Safety - From Research to Reality

When: Wednesday, 10/13 at 11:00AM

Where: Room D175

Axis Speaker: Steve Surfaro

Innovation or Confusion? Debating Real Usefulness of Technology in Physical Security

When: Wednesday, 10/13 at 11:00AM

Where: Room D170

Axis Speaker: Fredrik Nilsson, General Manager

Criminal Calendar, Criminal Mind - Can We Predict Violence?

When: Thursday, 10/14 at 11:00AM

Where: Room C3

Axis Speaker: Steve Surfaro

Safe Enough for You? Information Security Mgt, Physical Security and the Cloud

When: Thursday, 10/14 at 1:45PM

Where: Room D171

Axis Speaker: Steve Surfaro

Is Your Video Smarter Than A Fifth Grader?

When: Thursday, 10/14 at 5:00PM

Where: Room C4

Speaker: Jeff Slotnik, Consultant

About Axis Communications

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms. Axis is a Sweden-based company operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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