

# The Market Leader in Network Video Surveillance

## 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 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.

## A network of opportunities

Advanced video surveillance is playing an ever-more-crucial role in today's world, and systems based on network video technology have the fastest growth and greatest potential. The worldwide market for CCTV and video surveillance equipment is expected to be worth US\$ 20.5 billion by 2016, with network video forecasted to grow at a compound average growth rate of 24% (\*). **AXIS** believes that this potential can be multiplied through close, long-term partnerships – with distributors, system integrators, value-added resellers, software developers, technology vendors, consultants and more – to create a true network of opportunities.

## Leading through partnership

AXIS has been working with partners since the start of the company in 1984, and the partnership concept is the very cornerstone of our approach. Together with a network of over 55,000 partners, Axis continues to drive convergence from analog to IP-based video surveillance. Not only are we the market leader in network video – *we are the leading surveillance camera manufacturer worldwide*.\* But convergence is not yet complete, and **AXIS** continues to develop new partnerships to broaden our market penetration and global reach.

AXIS did more than introduce the world's first network camera in 1996. We provide a complete range of professional network video solutions for security, video surveillance and remote monitoring applications. Our broad product portfolio includes network cameras, video encoders, video management software and a full range of accessories. But we don't work alone. To succeed in the increasingly competitive network video market, you need a highly collaborative and rewarding partnership.

AXIS forms partnerships with system integrators, consultants, software developers, network infrastructure vendors and others. And we share our market-leading expertise with our partners to deliver the greatest value to end customers. Together, we provide customer solutions for industry segments such as retail, transportation, government, city surveillance, healthcare, education, manufacturing and banking.

## Complete business solutions

End customers are not looking for a camera. They are looking for solutions. And today's video surveillance solutions not only protect people and assets, but also meet real business needs. Together with partners, **AXIS** video surveillance solutions enable end customers to:

- > Optimize retail store displays
- > Provide a better customer experience
- > Improve passenger efficiency
- > Secure bank customers and employees
- > Accurately monitor production lines
- > Reduce costly vandalism in schools
- > Improve traffic flow on busy city streets
- > Utilize specialized medical expertise – halfway around the globe
- > And more...

# More than a camera

Axis has a broad product portfolio of network cameras, video encoders, video management software and accessories. But our partnership value extends far beyond our products.

## Technology innovation

- > 15% of sales re-invested in R&D
- > Own core technologies - ARTPEC®, VAPIX®
- Unique product capabilities – Lightfinder, thermal

## Knowledge

- > Axis Communications' Academy
- > Axis Certification Program
- > Tools and guides

## Leadership

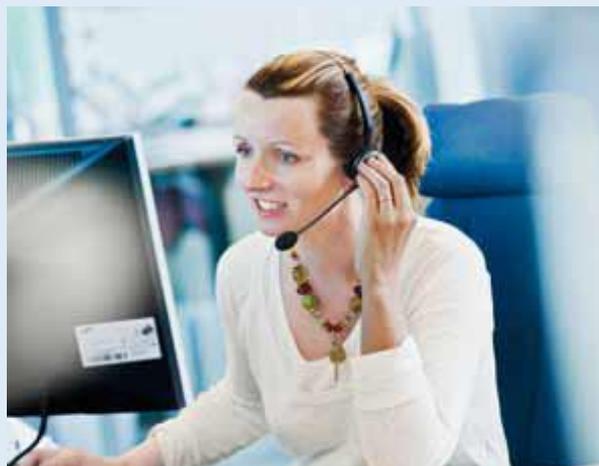
- > Industry
- > Marketing
- > Business development

## Openness

- > Open solutions and people
- > Channel integrity
- > Transparency. Consistency. Trust

## Quality in everything

- > Image quality
- > Product quality
- > Operational excellence



## Technical Services

- > Online and telephone support
- > 90+ knowledgeable, competent sales engineers
- > FAQ database and online chat

## Exclusive information

- > Partner Pages
- > Regular eNewsletters
- > Focused tools and trainings

## User experience

- > Ease of installation
- > Ease of integration
- > Ease of use

## Brand

- > Invented the network camera in 1996
- > 30 years of IT innovation
- > Global vision and reach

If you want to get a presentation, technical datasheets or quotations of AXIS products, contact us via: [www.flamingonetworks.com](http://www.flamingonetworks.com), or use your smartphone:



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