

Lund, April 6, 2016

Axis launches new product line to address security needs of small businesses

Comprehensive AXIS Companion Line ‘out-of-the-box’ solution, combined with focused support program for local resellers and installers, delivers quality benefits of IP-based video surveillance in a complete, integrated, easy-to-use offering.

Axis Communications, the market leader in network video, has announced a focused offering to meet the unique security requirements of the small business sector. The offering combines a complete, integrated and highly reliable product solution - the AXIS Companion Line - with comprehensive support to resellers and installers who call on small businesses, called the AXIS Companion Specialist initiative. The initiative makes adopting an advanced network video security system an easier, more cost-effective and low risk proposition for businesses such as shops, restaurants and offices that have a basic need for video surveillance to secure employees, customers, premises and assets.

“We have seen that smaller businesses are often hesitant to adopt network security solutions due to price and maintenance concerns, and perceived complexity of operation. We have responded with a competitive offering of cameras, storage, software and other key components that remove those barriers. It’s literally an out-of-the-box solution based on the same quality and reliability customers worldwide have come to trust from Axis,” said Gilles Ortega, Director Small Business at Axis. “And, a key aspect of delivering solutions to this sector is to ensure that qualified and trained resellers and installers are available to support these types of customers, which is the focus of the AXIS Companion Specialist initiative.”

Building a complete solution

A key element in the AXIS Companion Line is the AXIS Companion Recorder, an 8-channel network video recorder with built in PoE switch for cost savings at installation. It is a production-proven device which includes a video surveillance grade hard disk and a fan-less design. It also includes a USB port for easy export of video footage and a wireless access point for direct access to the system with mobile devices.

The solution leverages the AXIS Companion video management software, which simplifies



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installation and use via the AXIS Companion mobile app for iOS or Android devices. This removes the need for a PC during the system setup or on-going use. The app allows users to securely access video footage and manage the cameras remotely from their smartphone or other mobile device.

“Simplicity and reliability are the underpinnings of this offering. We deliver enterprise-level quality in an easy-to-use solution so business owners can focus on running their operation, not whether their security system is working. The capabilities delivered in the AXIS Companion Line bring peace of mind to small business owners,” added Ortega.

The IP cameras available in the AXIS Companion Line provide a range of capabilities for various uses, including day and night video surveillance with integrated infrared (IR) illumination for indoor or outdoor scenarios. All the AXIS Companion Line cameras deliver high video quality in full HDTV or up to 2 Megapixel resolutions and include Wide Dynamic Range (WDR) technology for challenging light situations. The award winning Axis’ Zipstream technology is also supported for minimized bandwidth and storage usage.

The cameras come with a microSD card slot, which can be used in combination with an AXIS Surveillance microSDXC Card and the new AXIS Companion Switch, a 4-port Power over Ethernet (PoE) switch, to seamlessly scale the system or to use as a cost efficient recording solution in scenarios where fewer cameras and shorter retention time is needed.

All hardware in the AXIS Companion Line includes an Axis three-year warranty. AXIS Companion Line network cameras and AXIS Companion Recorder are only for use with the AXIS Companion video management software and mobile app.

AXIS Companion Recorder, AXIS Companion Dome V Network Camera, AXIS Companion Eye L/LVE Network Cameras and AXIS Companion Switch will be available from Q2 in Axis distribution channels in Northern Europe, Middle Europe, Southern Europe and North Americas. AXIS Companion PC-client and mobile apps for iOS or Android devices are free for download from www.axiscompanion.com as from Q2.

Dedicated tools for resellers and installers

With simple setup and installation, and at a competitive price, AXIS Companion Line presents a new business opportunity for resellers and installers that already deliver IT, security and electricity services to the small business sector. To support these installers, Axis will offer dedicated training, sales promotions, as well as marketing collateral through the AXIS Companion Specialist initiative.

Resellers and installers who commit to specific Axis product training and maintain high levels of customer service can be appointed AXIS Companion Specialists. They will have fast and direct access to technical support through a local helpdesk, as well as a dedicated web portal aimed at arming resellers and installers with what they need to sell to and support small businesses.

For photos and other resources, please visit:

http://www.axis.com/press-center/media-resources/photos?/corporate/press/press_material.htm?key=companion_line

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About Axis

Axis offers intelligent security solutions that enable a smarter, safer world. As the 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 2,100 dedicated employees in more than 50 countries around the world, supported by a global network of over 80,000 partners. 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.