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## **UK's largest and most advanced experience centre opens to showcase best-in-class intelligent surveillance technology**

**Demonstrating the latest applications for IP camera and access control technologies, global leader Axis Communications launches new experience centre at UK HQ as cybersecurity tops the agenda**

Axis Communications has helped solve one of the largest challenges within the surveillance industry today with the launch of its new experience centre to educate on the potential for IoT technology, brought to life in an interactive environment. Axis now offers engaging experiences around the intelligent applications available through IP camera technology in their new centre - the largest and most advanced of its kind in the UK.

The Axis Experience Centre is designed to bridge the current education gap between the capabilities of the technology on offer and the perception of surveillance technology as solely for security. On show are the variety of technologies that contribute to greater levels of business intelligence, big data and analytics, succeeding in increasing merchandising effectiveness, safety, and overall return on investment (RoI) in simulated real-world situations. As cybersecurity tops the news agenda, Axis experts are also on hand to discuss how a holistic approach to security can protect increasingly networked environments.

Showcased at the centre are surveillance technologies such as sound identification, intrusion detection and access control systems, as well as analytic innovations such as people counting and occupancy tracking, designed to assist with business intelligence and marketing effectiveness. Attendees at the launch found Axis' Dark Room particularly immersive, highlighting the capabilities of IP camera technology within dark and low-light environments such as tube stations and warehouses at night. This demonstration utilised AXIS Lightfinder, Thermal Imaging, and Wide Dynamic Range (WDR) technology to showcase how varied light levels can still produce broadcast quality images.

The new Experience Centre, opened by Martin Gren, Axis' Co-Founder and co-inventor of the IP camera; Atul Rajput, Regional Director for Northern Europe; and Bodil Sonesson, Vice President of Global Sales; is designed to provide partners, resellers, installers and customers the right information and tools to thrive in the modern surveillance industry. Tying in to Axis' recent celebration of its 20th anniversary in the UK, the launch reasserts its dedication to British markets and its drive towards enabling a smarter, safer world.

Martin Gren, Co-Founder of Axis Communications commented, "With security at the top of the European agenda, the benefits of intelligent surveillance technology are clear. But as organisations adopt technology in an increasingly networked world, it is essential to protect

systems from cyber threats. Working with a partner that really understands these issues is critical to ensure compliance with IT network security policies. I remember when we first opened an office in London 20 years' ago at the inception of the IP camera market. In this time, not only has the technology evolved, but the industry challenges have also increased. Our new experience centre is our platform to demonstrate how our innovative technology addresses the key challenges of our time."

Atul Rajput, Regional Director, Northern Europe at Axis Communications, added, "With the addition of our new Experience Centre in the UK, Axis can better showcase the real-world applications of innovative technologies to our growing number of partners and customers across the UK and Ireland.

Axis has been built on partnership; and this new facility reflects this. As such, Axis partners are now able to freely use the centre for further training and meetings to better support their own business agendas, highlighting our commitment to the UK market. Our recent relocation to Luton provides an excellent strategic base for UK operations and our new experience centre. Location was a key consideration – with London Luton Airport just ten minutes away and the M1 close-by, we are able to quickly and easily access all areas of the UK."

Bodil Sonesson, Vice President of Global Sales at Axis Communications, stated, "It was pleasing to see our partners impressed with the new experience centre, which now gives our customers the possibility to see solutions adapted for all segments. Intelligent video, sound and access control, as well as solutions for small businesses and video management software, are just some of the demonstrations available."

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***About Axis Communications***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the global 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 its 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 2,600 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](http://www.axis.com).*