

Focus on Innovation Connect ICS & Axis Communications.



Axis Vision

**Innovating
for a smarter,
safer world.**

La strategia di Axis



**Global market
leadership**

**Long-term
loyal partnerships**



**Smart, innovative
products & solutions**

www.axis.com

AXIS
COMMUNICATIONS

Leader di mercato nel video di rete

Impiegati**

2788

Vendite totali*

SEK

7.4

USD

869

bilioni

milioni

1984 – nasce come
azienda IT

Una rete globale con
90,000 partner

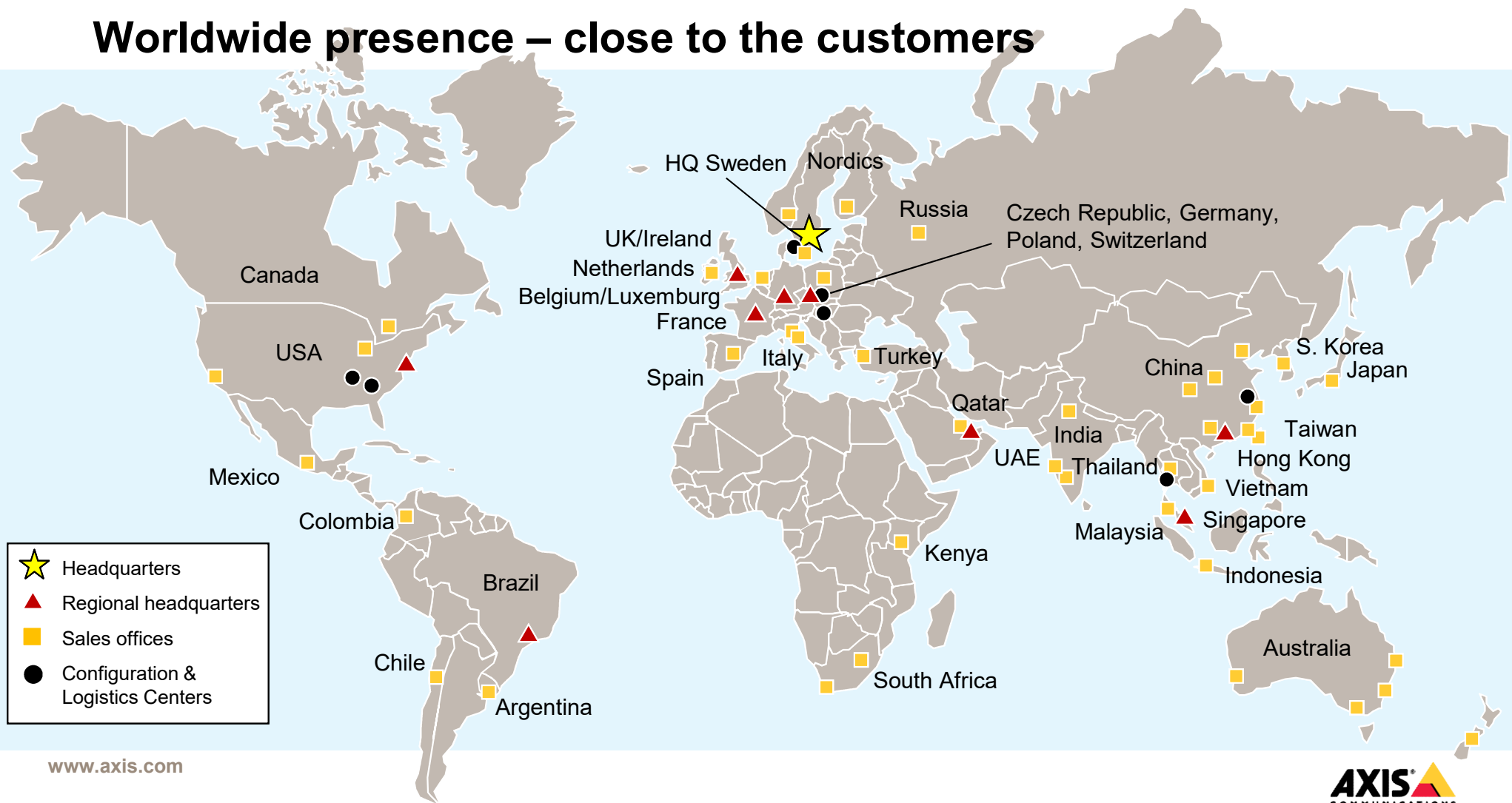
Presente in più di **50**
paesi

*Full-year 2016 **Q2 2017

www.axis.com



Worldwide presence – close to the customers



Milestones in the history of Axis

1984

Axis is born

1985

Channel sales
business model

1996

World's first network
camera – the network
video revolution
begins

1998

World's first
video encoder

2003

Launch of
cameras with
Power over
Ethernet (PoE)

2009

World's first
HDTV
network camera

2010

World's first
thermal network
cameras

2011

Lightfinder
technology

2013

Physical Access
Control

2015

Zipstream
technology

2016

Acquisitions for
broadened offering
within video
analytics and IP
intercom



Axis – continuously driving innovation

1996

World's first network camera



1998

World's first video encoder



1999

World's first network video chip



2004

First MPEG-4 and Motion JPEG compression camera



2008

First H.264 compression standard for network camera



2009

First network cameras with HDTV, and with remote focus & zoom functions



2010

First thermal network camera



2011

Lightfinder technology



2012

Unique high-performance WDR camera



2012

First network camera with active cooling



2013

Physical Access Control



2015

Zipstream technology & Sharpdome technology



2015

Open standard network loudspeaker & Open IP-based door station



2016

Pan, Tilt, Roll, Zoom (PTRZ) technology & laser focus technology



Posizionamento regionale di Axis

Quota di mercato in termini di profitti per telecamere di sicurezza, telecamere di rete e video encoder

Americhe

- > # 1 in tutte le categorie**
- > 52% delle vendite*

EMEA

- > # 1 in tutte le categorie**
- > 37% delle vendite*

Asia (Cina esclusa)

- > # 1 in video encoder**
- > # 3 in telecamere di sicurezza di rete**
- > # 6 in telecamere di sicurezza**
- > 11% delle vendite*

*Vendite Axis 2015

**Risultati basati su IHS Technology Video Surveillance Intelligence Service, 2016. Visit www.technology.ihs.com per maggiori dettagli.

Fonte: IHS Video Surveillance Intelligence Service, 2016

Prodotti & soluzioni innovativi, intelligenti



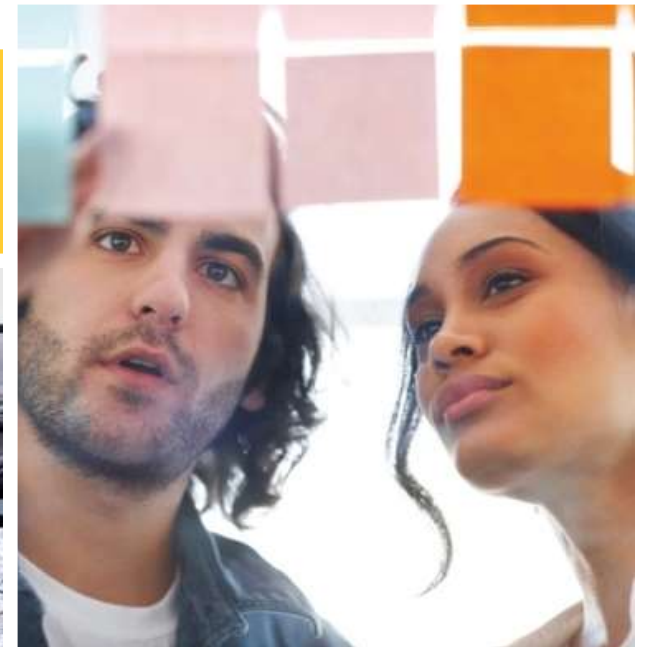
Smart & innovative



**Best quality products
& total solutions**



**Exploring new areas
in physical security**



La nostra offerta



Offerte differenziate – Soluzioni Axis' end-to-end



Small business
AXIS Companion Line



Mid-size business
AXIS Camera Station



Enterprise business – in
collaborazione con i partner

Partnership di lungo termine



Sharing expertise



Creating best-of-breed solutions



Driving the market together



L'ecosistema di Axis



Axis Communications' Academy

- > Ampia offerta di training per consolidare le conoscenze sulle soluzioni Axis
- > Oltre 66,700 persone formate in aula dal 2005
- > 70+ trainer interni in nove regioni, formazione in lingua locale
- > Axis Certification Program
 - 7,100 individui certificati



Tecnologia Termica

Clicca qui

Un caso di successo: ALBERT EINSTEIN HOSPITAL

Clicca qui



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