



## Lan 1 named as Axis Communications Distributor of the Year

### FOR IMMEDIATE RELEASE

**Sydney, Australia, August 11<sup>th</sup> 2011** – Lan 1, value-added distributor of IP Networking, IP Storage, IP Security and IP CCTV products and solutions has been named the Axis Communications Distributor of the Year at Axis' annual Partner Summit which was held from 3<sup>rd</sup> - 5<sup>th</sup> August in the Hunter Valley. The award recognises the outstanding performance and overall excellence of Axis' top channel partners throughout Australia and New Zealand.

Local Axis sales teams are responsible for nominating partners that have excelled in their field. The nominations are then reviewed by a group of senior Axis executives to determine the winners.

Wai King Wong, Country Manager ANZ, Axis Communications said *"Our channel partners are the lifeblood of our business, so it is great to have the opportunity to show our appreciation of their continued support."* He continued by saying *"Axis is dedicated to helping our partners educate their customers about the importance of transitioning from analogue to IP network video surveillance systems. It has been an honour and privilege to recognise our top 2010 South Pacific region performances last week at the Axis Partner Summit 2011."*

The award was accepted by Basil Delimitros, Lan 1's IP CCTV Product Manager. *"It was a great honour to accept the award on behalf of Lan 1. We achieved this through hard work and persistence. Lan 1 is heavily committed to our Axis partnership and strive to provide the best service and support to our Channel Partners; this award is verification of Lan 1's unique value-add, and we will be working hard to ensure we receive this award again next year."*

According to Mathew Bertram, Marketing Manager, Lan 1, *"market research shows that the saturation of IP cameras in the CCTV market is currently at 30%; that means for every ten cameras sold, only three of them are IP. We are anticipating the market to grow by another 30% over the next 12 months and this represents a magnificent opportunity for Lan 1, our vendors and Channel Partners."*

Resellers and Integrators looking to take advantage of this growing market should contact their local Lan 1 branch office or email [enquiry@Lan1.com.au](mailto:enquiry@Lan1.com.au).

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#### About Lan 1

Lan 1 is a value added distributor providing a diverse range of IP products. Established in 1993, Lan 1 is headquartered in Waterloo, Sydney, Australia, with branches throughout Australia. Through strong brand names and a high level of personalised service and support, Lan 1 partners are provided with the essential tools to effectively design, market, implement and support a complete range of enterprise IP ecosystems. [www.Lan1.com.au](http://www.Lan1.com.au)

**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 Swedish-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](http://www.axis.com).

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Left to right:

Basil Delimitros, Product Manager, IP CCTV, Lan 1

Ray Mauritsson, President & CEO, Axis Communications

Daniel Lee, Managing Director, Lan 1

Ian McKinnon, Business Development Manager, IP CCTV, Lan 1

Oh Tee Lee, Regional Director, South Asia Pacific, Axis Communications