



For Immediate Release

Genetec Awarded North American Application Development Partner of the Year by Axis Communications

Montreal, Canada, October 27, 2011 — Genetec, a pioneer in the physical security industry and a leading provider of world-class unified IP security solutions, was recently awarded the 2011 North American Application Development Partner (ADP) of the Year by Axis Communications. The award was presented to Genetec at the sixth annual Axis Channel Convergence Conference (ACCC) held in Boston, Massachusetts from October 10-12. Genetec was selected as this year's ADP award winner for the committed efforts made to develop joint opportunities, initiate training and marketing programs and continue ongoing product integrations and development with Axis.

"Genetec is truly deserving of this award. They made a concerted effort to improve and enhance our collaborative business relationship for the benefit of our mutual partners and customers," says Rob Muehlbauer, business development manager, ADP Program, North America, Axis Communications. "Not only have they increased joint marketing activities in the form of case studies and projects with our integrator partners, but they made great investments in both development workshops and internal training."

Genetec was also honoured with the first-ever Canadian Application Development Partner of the Year award during the inaugural Axis Canadian Partner Summit at Niagara-on-the-Lake, Ontario, in September.

The IP video surveillance market has seen significant growth in the last few years and with that so has the relationship between Genetec and Axis. Genetec has been an Axis ADP since 2004 and through the program has benefited from development tools, documentation and support necessary to ensure that customers are always able to benefit from the most current and reliable product integrations.

"Having been recognized as the 2011 North American Partner of the Year by one of the market leaders in network video is a true honour and a testament to the strong working relationship we have with Axis," says Morgan Pasnon, Senior Technology Alliance Manager, Genetec. "Plans for more joint offerings and business development are ongoing so that we can continue to offer our mutual customers reliable and effective IP security solutions."

Beyond mere product integrations, Genetec and Axis have also worked together on developing innovations that led to releases such as Genetec's Video Trickle feature. Genetec's video surveillance system, Omnicast, leverages the edge-recording capabilities of select Axis network cameras to offer a feature that not only stores video on the edge, but that also allows segments of video to be hand-selected for long-term storage on Omnicast's Archiver. This provides customers with added flexibility and reliability in their video storage requirements.

Genetec is a Gold Partner in Axis' ADP program, a unique initiative that assists software developers as they integrate Axis network video products in end-user solutions by ensuring compatibility and reliability for video management solutions and applications. ADPs can leverage the VAPIX® platform, technical documentation, SDKs, development support and AXIS Camera Application Platform to create software and analytics solutions desired by their customers.

As global partners, Axis and Genetec are also mutually committed to contributing to the ONVIF standardization efforts. ONVIF is an open industry forum that is aiming to develop interoperability between IP-based physical security products. Both organizations have played significant roles in helping this organization reach its objectives towards global standardization and providing greater freedom of choice.

The Axis Channel Convergence Conference is an annual gathering of Axis' top distributors, systems integrators, development partners, and strategic infrastructure partners in North America. The 3-day conference platform includes training courses, guest speakers, networking opportunities and strategy sessions, all encompassed around working towards common goals with Axis Communications and its partners.

About Genetec

Genetec is a pioneer in the physical security and public safety industry and a global provider of world-class IP license plate recognition (LPR), video surveillance and access control solutions to markets such as transportation, education, retail, gaming, government and more. With sales offices and partnerships around the world, Genetec has established itself as the leader in innovative networked solutions by employing a high level of flexibility and forward-thinking principles into the development of its core technology and business solutions. Genetec's corporate culture is an extension of these very same principles, encouraging a dynamic and innovative workforce that is dedicated to the development of cutting-edge solutions and to exceptional customer care. For more information, visit genetec.com.

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