



## For Immediate Release

### **Genetec receives awards for the 2012 North American and the 2011 EMEA Axis Communications Application Development Partner of the Year**

*Axis recognizes Genetec for its ongoing product integration and development initiatives, and continued commitment to joint business development, training and marketing programs around the world*

**MONTREAL**, November 6, 2012 - [Genetec](#), a pioneer in the physical security industry and a leading provider of world-class unified IP security solutions, today announced it was the recipient of the Axis Communications 2012 Application Development Partner (ADP) of the Year Award in North America for the second consecutive year, as well as the recipient of the 2011 EMEA ADP award.

Axis Communications, the global leader in the network video market, presents the ADP of the Year award annually to an outstanding application partner in each major geographical region. The 2012 North American award was announced during the local Axis Channel Convergence Conference in Chicago held last month, while the 2011 EMEA award was presented at the regional Axis Channel Convergence Conference in Istanbul at the beginning of this summer. Genetec received the ADP of the Year award in both EMEA and North America for its ongoing product integration and development initiatives as well as continued commitment to collaborative business development opportunities, training and marketing programs with Axis. Together the companies are developing effective solutions including the ability to efficiently manage and maintain large, distributed video surveillance environments for their mutual enterprise-class users.

"Genetec remains committed to improving and enhancing our collaborative business relationship, and the company showed this again this year through joint product development, strong technical support, and a concerted effort to provide our integrator partners in North America with the best IP video surveillance solutions," said Robert Muehlbauer, Business Development Programs Manager, North America, Axis Communications. "With such strong competition from the other great ADPs in our region, this is a tough award to win two years in a row."

"As long-standing partners, our relationship with Genetec has grown beyond points of mutual product integration. We share a common vision, a passion for innovation, and a deep commitment to simplify the daily

life of the security user," said Dominic Bruning, Director Global Alliances, Axis Communications. "We look forward to further developing the partnership and the creation of more joint offerings around the world."

"Our close partnership with Axis has not only led to the delivery of high-value, high-quality solutions for our shared customers around the world, but it has also fostered a spirit of innovation in both organizations that goes beyond technology and has resulted in synergies between our global sales and marketing organizations," said Morgan Pasnon, Senior Technology Alliance Manager, Genetec. "We are delighted to receive the North American ADP award for the second year in a row and being bestowed with the ADP award in EMEA is a testament to our strong working relationship with Axis in this region and our ongoing work to expand the Genetec footprint in this market."

#### **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](http://genetec.com)

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