



Dear Cognimatics' newsletter subscribers,

We are very pleased to share with you that Axis Communications has acquired Cognimatics AB. Axis and Cognimatics share a long and successful history of cooperation both in engineering and sales, which started almost a decade ago back in 2007 in Lund, Sweden, where both companies have their head offices. Cognimatics will now operate as a subsidiary within the Axis group.

Cognimatics was founded in 2003, focusing on embedded applications and today provides those almost exclusively on the Axis camera platform. Cognimatics pioneered the embedded application development for the retail vertical with people counting, queue measurement, and recently a demographics analysis application. We have grown to a business with over 400 partners and installations in over 70 countries on all five continents.

*At Cognimatics we are very excited about the possibilities that being a part of a large global company will bring, while continuing the already very close cooperation in both engineering and sales with Axis – the leader in network video. We feel this step is the right one for taking both our business operations and support for our partners to yet another level and deliver even greater value,"* says Rikard Berthilsson, CEO at Cognimatics.

Read the full press release on Axis Communications website ([link](#))