



Agenda

Monday, November 2

■ Check-in

Pick up your badge at the Immerse registration table (at The Seabird Ocean Resort & Spa) between 1:00pm - 6:00pm.

■ [Optional session]: **Peer exchange - What's your challenge?**

Join this peer-to-peer conversation at 4:00pm where you'll explore innovative tech solutions. Come prepared to discuss solutions you've deployed or challenges you currently face and leave with new ideas and connections.

■ **Welcome reception and technology expo**

Tuesday, November 3

General sessions:

■ **State of the business**

Fredrik Nilsson, Vice President, Americas, Axis Communications

Hear from Axis leaders about the latest updates and strategic direction for the year ahead.

■ **Technology roadmap**

Get an exclusive look into upcoming Axis innovations, solutions, and trends.

Breakout session options:

■ **Excellence by design: Creating enduring value through strong integrator partnerships**

Great security systems aren't defined at commissioning; they're proven over years of operation. This session explores how security leaders can drive installation excellence by focusing on the fundamentals that truly matter. We'll discuss how to set clear expectations upfront to prevent scope creep, why challenging incomplete or flawed designs early saves cost and credibility, and how to confidently manage phased migrations to modern security platforms and technology. Through real-world examples, you'll learn how disciplined execution, technical precision, and strong integrator partnerships turn installations into long-term assets. Attendees will leave with practical strategies to ensure their security systems don't just function on day one, but continue to solve real business problems, adapt to change, and deliver value for years to come.

■ **The evolution of system intelligence:
Steps to leveraging your existing
systems for new business outcomes**

In this session, we'll share how organizations have moved past traditional surveillance to explore the future of data-driven decision making. We'll dive into how understanding your unique organizational workflows can uncover hidden efficiencies and drive meaningful business outcomes. Learn how Axis technology serves as the foundation for this evolution, turning visual data into actionable intelligence.

■ **Triple threat: Visual, thermal and radar in technology**

Join us for a deep dive into how thermal and radar technologies complement traditional surveillance. We will compare the pros and cons of each, explore the basics of thermometrics for heat detection, and discuss real-world scenarios to help you choose the right technology for your environment.

[Optional] Bonus sessions:

■ **Understanding modern VMS
Architectures: AXIS Camera Station
Edge and Pro**

Explore two versatile video management approaches. Learn how ACS Edge provides a streamlined camera-to-cloud path and how ACS Pro powers advanced, on-premises integrations for access control, audio, and body-worn systems in distributed environments.

■ **The Axis-Milestone roundtable:
Sharing insights and solving challenges**

Explore the latest advancements and learn how to boost the value, efficiency, and usability of your system with the Axis

Optimizer in XProtect. The session will include roundtable discussions where you'll share your experiences, challenges, and provide feedback on how to unlock more value from the Axis-Milestone partnership. Don't miss this chance to shape the future of our collaboration and take your security operations to the next level.

■ **The Axis-Genetec roundtable: Sharing insights and solving challenges**

Discover how to get more from your Axis-Genetec system through integrations with cloud solutions, access control, body-worn cameras, and audio solutions. This session will include roundtable discussions where you'll share your experiences, challenges, and ideas on how to unlock the value of the Axis-Genetec integration in Security Center. Don't miss this chance to shape the future of our collaboration and take your security operations to the next level.

■ **Hands-on configuration lab**

Drop into a self-paced, hands-on environment where you can practice the configurations discussed in your sessions. Axis experts will be on standby to assist you and provide guidance as you apply your learnings.

Evening activity:

■ **To be announced!**

Wednesday, November 4

General sessions:

■ **To be announced!**

Details and speakers coming soon.

Breakout session options:

■ **Data in motion: Transforming Axis metadata into actionable insights**

Learn to convert Axis Object Analytics and metadata into business intelligence. We will demonstrate how to offload edge data via MQTT, VAPIX, and HTTP to build a pipeline for dynamic dashboards. Discover how to visualize AOA data to automate tasks and drive smarter operational decisions.

■ **The language of value: Pitching security to your organization**

This session will equip you with strategies to gain executive buy-in. Learn how peers are shifting the conversation toward Total Cost of Ownership (TCO), proactive lifecycle management, and leveraging security data across the broader organization.

■ **From obstacle to opportunity: Real world custom use cases**

When "off-the-shelf" isn't enough, innovation takes over. In this workshop, we'll dive into real-world stories of custom product development and creative problem-solving. This interactive session provides a platform to share your specific business challenges and hear successful use cases from across the industry. Bring your own experiences to the table and see how we can collaborate to build the next breakthrough together.

Closing session:

■ **Town hall**

What would you ask Axis if given the opportunity? In this session, an executive panel will answer live questions,

discussion topics that matter most to you and your peers.

[Optional] Bonus sessions:

■ **Axis vs. 2N: Selecting the right intercom for your environment**

Join us for a strategic look at how Axis and 2N intercom solutions address the specific challenges of your environment. Both brands offer unique design philosophies and feature sets. This session is designed to help you navigate those differences so you can select the perfect-fit solution for your specific business needs.

■ **Hands-on configuration lab**

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Evening activity:

■ **Offsite dinner**

Thursday, November 5

■ **Departures**

CONTACT

We're here to help!

We're happy to answer any questions you have! Click the button below to reach out to us.

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