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Axis introduces flexible, cost-effective solution with new video encoders

Axis Communications introduces AXIS M70 and AXIS P72 Video Encoder Series with the market's most comprehensive set of network capabilities. These products enable cost-effective migration of analog cameras into a powerful IP-based video surveillance system, and are ideal for locations such as gas stations, convenience stores and small offices.

"This addition to our broad range of video encoders is a superior alternative to competitive offerings thanks to its price level, flexibility and extensive functionality," says Erik Frännlid, Director of Product Management. "The new AXIS M70 and AXIS P72 Video Encoder Series make it easy for analog CCTV systems to gain all the benefits of network video without discarding existing analog investments. These benefits enable savings in installation, management and equipment costs, in addition to remote monitoring capabilities, powerful event management and improved scalability."

The expansion of the existing video encoder portfolio with an additional five new video encoders, ranging from four to 16 channels, delivers all the benefits that customers expect from Axis products. Today, Axis offers a wide-ranging portfolio comprising 16 video encoders, most of them supporting H.264 which is a highly efficient video compression format. AXIS M70 and AXIS P72 Series are ideal for small and medium sized locations, such as gas stations, convenience stores, small offices and retailers.

AXIS M70 Series provides dependable, efficient and affordable integration of analog surveillance installations in order to gain the benefits of professional network video technology. AXIS P72 Series offers full-featured, versatile and advanced network capabilities with great video performance and excellent audio quality. All video encoders in AXIS M70 and AXIS P72 Series provide dual H.264 and Motion JPEG streams. The support for H.264 offers a video compression format that drastically reduces bandwidth and storage requirements without compromising image quality.

AXIS M70 and AXIS P72 Series include support for Power over Ethernet (IEEE 802.3af), which enables the encoders to receive power through the network cable. All Axis video encoder products also provide pan, tilt and zoom support, which enables control of analog PTZ cameras. Furthermore, the stand-alone versions also have a microSDHC memory card slot for local storage.

These products are supported by AXIS Camera Station video management software as well as the industry's largest base of application software through   Axis' Application Development Partner program. They also support the ONVIF specification for interoperability of network video products and   AXIS Video Hosting System (AVHS) with One-Click Camera Connection.

The video encoders will be available in September through Axis' distribution channels.

About Axis
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 Nordic, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com

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