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## Axis reveals new video encoders for cost-effective migration

**The new video encoders, AXIS M7016 and AXIS P7216, make migration from analog systems to a network video solution more cost-effective and flexible than ever. The new 16-channel video encoders offer full frame rate at all resolutions and, for ease-of-installation, a single Ethernet port serving all 16 channels.**

Axis Communications, the world leader in network video, today reveals two strong additions to its line of video encoders. Offering full frame rate, the new AXIS M7016 provides an attractive, cost-effective and easy entry to network video. The new flexible AXIS P7216 in addition offers audio, I/O and is equipped with an SFP slot, which enables the use of fiber optics. The SFP slot also provides the possibility for network redundancy. If the SFP module failed, data traffic would automatically switch over to the Ethernet port. These new video encoders have been developed to meet the needs for small to medium-sized installations, within retail for example.

“This addition to our successful range of video encoders makes migration from analog installations to the digital world possible for a wider audience”, says Erik Frännlid, Axis’ Director of Product Management. “We have focused on bringing down the cost to make these new products the most attractive option on the market. But we have also added some beneficial features. We now offer full frame rate also in our AXIS M70 Series so smooth video surveillance can be experienced. AXIS P72 Series on the other hand is an excellent and flexible choice with both video and audio streams.”

Both new video encoders comes with a power supply, offer simultaneous H.264 and Motion JPEG streams and provide four micro SD card slots supporting memory cards up to 64 GB (cards not included).

AXIS M7016 and AXIS P7216 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. Furthermore the video encoders support AXIS Camera Companion, Hosted Video and ONVIF for easy system integration.

The new video encoders will be available to order in October 2013 through Axis’ distribution channels. Affordable surveillance kits including the encoders and 16 licenses of AXIS Camera Station will also be made available.

**For photos and more, please visit:**

[www.axis.com/corporate/press/press\\_material.htm?key=m7016](http://www.axis.com/corporate/press/press_material.htm?key=m7016)

[www.axis.com/corporate/press/press\\_material.htm?key=p7216](http://www.axis.com/corporate/press/press_material.htm?key=p7216)

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***About Axis***

*As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world - driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform. Axis has more than 1,400 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).*