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## **Axis Introduces Flexible, Cost-Effective Analog to IP Migration Solution with five new video encoders**

**Four to 16-channel AXIS M70 and P72 Series Video Encoders Offer up to 15 and 30 frames per second H.264 video in D1 resolution across all channels with options for audio and local storage**

CHELMSFORD, Mass. – June 13, 2011 – Axis Communications, the global leader in the network video market, today introduces AXIS M70 and AXIS P72 Video Encoder Series with the market's most comprehensive set of network video surveillance capabilities. These new products, which are being showcased at the NRF-LP tradeshow in Dallas, booth #1425, enable cost-effective migration from analog CCTV to a powerful IP-based video surveillance system.

The new Axis encoders offer one of the most cost-efficient solutions on the market, with \$125 per channel for H.264 video encoding at 15 fps, and \$155-\$175 per channel for H.264 video and audio at full frame rate (30 fps), both in full D1 resolution (720x480). This makes AXIS M70 and AXIS P72 Series ideal for small and medium sized locations, such as retail outlets, gas stations, convenience stores and small offices.

The expansion of Axis' existing video encoder portfolio with five new products from the AXIS M70 and AXIS P72 Series provides a superior alternative to competitive offerings thanks to a combination of price, flexibility and extensive functionality. The encoders, which range from four- to 16-channel models, include:

- AXIS M7014 Video Encoder (\$499) – four-channel video encoder;
- AXIS M7010 Video Encoder (\$1,999) – 16-channel rack-mountable video encoder;
- AXIS P7214 Video Encoder (\$699) – four-channel video encoder with audio;
- AXIS P7224 Video Encoder Blade (\$699) – four-channel video encoder blade with audio;
- AXIS P7210 Video Encoder (\$2,499) – 16-channel rack-mountable video encoder with audio.

All video encoders in AXIS M70 and AXIS P72 Series provide dual H.264 and Motion JPEG streams for flexibility, support for Power over Ethernet (IEEE 802.3af) that allows one network cable to deliver both power and video, and pan, tilt and zoom support to enable control of analog PTZ cameras. Furthermore, the encoders all have a microSDHC (high capacity) memory card slot for local storage, except for the blade-based AXIS P7224 model.

AXIS M70 Series provides dependable, efficient and affordable integration of existing analog installations in order to gain the benefits of network video technology at 15 fps. AXIS P72 Series offers versatile and advanced network capabilities with great video performance at full frame rate (30 fps) and excellent audio quality.

“There are still millions of analog CCTV cameras that, with the help of encoders, can benefit from all the advantages of IP technology, such as better scalability, higher data security and usage of common off-the-shelf computing and storage equipment,” said Fredrik Nilsson, general manager, Axis Communications Inc. “With today’s release of AXIS M70 and P72 Series, we now offer a range of 16 different video encoders to help guide surveillance end-users into the digital age while protecting their existing analog investment. Encoders offer a great migration strategy, especially in segments like retail where there is a longstanding history of using analog surveillance.”

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 2011 through Axis’ distribution channels at the following MSRP: AXIS M7014 for \$499; AXIS M7010 for \$1,999; AXIS P7214 for \$699; AXIS P7224 for \$699; and AXIS P7210 for \$2,499.

For more information about Axis at NRF-LP, please visit: <http://www.axis.com/nrflp/>.

***About Axis Communications***

*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 Sweden-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 Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com).*

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