

*Chelmsford, Mass., September 12, 2013*

## **Axis Announces New Video Encoders for Cost-Effective Migration to IP Video**

**Two 16-channel, single-port encoders offer small to medium-sized installations a high-quality, flexible and cost-effective solution starting at \$81 per channel**

**CHELMSFORD, Mass. – September 12, 2013** – Axis Communications, the world leader in network video, today announces two cost-effective additions to its line of video encoders that have been developed to meet the needs of small- to medium-sized surveillance installations. Offering full frame rate video, AXIS M7016 Video Encoder provides an attractive, cost-effective and easy entry to network video, while the flexible AXIS P7216 Video Encoder adds audio and I/O ports and is equipped with a small form-factor pluggable (SFP) slot for use with fiber optics.

“With tens of millions of analog cameras still in operation around the world, video encoders allow these end-customers to leverage existing investments while providing a scalable solution to network video – now at a more cost-effective price starting at \$81 per channel,” said Fredrik Nilsson, general manager, Axis Communications, Inc. “We continue to invest R&D into video encoder technology to increase performance and lower cost so that analog CCTV users can migrate at their own pace and still benefit from the advantages of IP video. These two new encoders in particular address the needs of small- to mid-sized applications where cost and scalability are often barriers to going fully IP, like in many retail environments.”

Unlike many encoder solutions that require four network ports per 16-channel unit, AXIS M7016 and AXIS P7216 Video Encoders utilize one single network port, which helps drive down overall cost and port density of the surveillance system infrastructure. Both AXIS M7016 and AXIS P7216 come with a power supply, offer simultaneous H.264 and Motion JPEG streams and include four micro SD-card slots supporting up to 64 GB (cards not included).

Additionally, AXIS P7216 features a separate Ethernet service port to allow direct connection for maintenance and configuration, while its SFP slot offers network redundancy by automatically switching traffic over to the Ethernet port if the SFP module fails.

The video encoders join a product portfolio that has expanded to include solutions for systems of all sizes. The recently announced AXIS Q7436 Video Encoder Blade and complementary AXIS Q7920 Video Encoder Chassis create a high-performance solution for large-scale, mission-critical applications. Axis also recently claimed the number one spot globally in the video encoder category for 2012 according to a report from information and analytics firm IHS.

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 the Axis Application Development Partner (ADP) program. Furthermore the video encoders support AXIS

Camera Companion, Hosted Video and ONVIF for easy system integration.

The new 16-channel encoders are planned to be available to order in Q4 2013 through Axis' standard distribution channels at the suggested retail prices of \$1299 for AXIS M7016 (\$81 per channel) and \$1599 for AXIS P7216 (\$100 per channel). Affordable surveillance kits including the encoders and 16 licenses of AXIS Camera Station will also be made available for \$1499 and \$1799, respectively.

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)

□□ *About Axis Communications*

*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 41 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).*

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