

Chelmsford, Mass., February 12, 2009

Axis introduces world's smallest video encoder with H.264

Axis Communications today introduces a highly compact and cost-effective one-channel video encoder with H.264 video compression. The AXIS M7001 Video Encoder is perfect for integrating small or large numbers of analog CCTV surveillance cameras into an IP-based video surveillance system.

“AXIS M7001 offers great video quality with superb H.264 performance combined with a compact design and a competitive price,” says Erik Frännlid, Director of Product Management, Axis Communications. “It presents a cost-effective solution to gaining the benefits of network video without having to replace analog cameras.”

The video encoder's small size (smaller than a modern cell phone) also makes it ideal for use in camera housings and discreet surveillance applications, for example, in retail stores and banks. A small covert camera is made available with the video encoder in the AXIS M7001 Covert Surveillance Kit.

AXIS M7001 Video Encoder is designed to be installed close to an analog camera. It converts analog video signals from all types of analog cameras into digital video streams that are then sent over an IP-based network (e.g. LAN/intranet/Internet). The video encoder also provides pan, tilt, zoom support to PTZ and PTZ dome cameras.

AXIS M7001 can deliver two simultaneous video streams, one in H.264 and another in Motion JPEG, at full frame rate in all resolutions up to D1 (720x480 in NTSC, 720x576 in PAL). Axis' H.264 encoder drastically reduces bandwidth and storage requirements without compromising image quality. Motion JPEG is supported for increased flexibility. The video encoder also enables users to adjust image settings such as brightness, contrast and saturation to improve images before encoding takes place. Video motion detection is also supported.

AXIS M7001 is powered over Ethernet using the same cable as for data transmission, which simplifies installation. The video encoder can, in turn, feed power to the small covert camera that is included in the AXIS M7001 Covert Surveillance Kit.

The video encoder includes advanced network capabilities that optimize the network video solution for security, efficiency and manageability. The product is supported by the AXIS Camera Station video management software, as well as the industry's largest base of application software through Axis' Application Development Partner program. The video encoder, as well as the covert surveillance kit, is available through Axis' distribution channels in February 2009.

