

## PRESS RELEASE

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# Axis introduces high-performance video encoder solutions with H.264 support

**Axis Communications, the global leader in the network video market<sup>1</sup>, has introduced three new video encoder products that support the latest and highly efficient video compression format, H.264. These products enable analogue cameras to be integrated into a more efficient and powerful IP-based video surveillance system.**

The three products consist of the standalone AXIS Q7401 Video Encoder for integrating one analogue camera, AXIS Q7406 Video Encoder Blade, which supports six analogue channels and AXIS Q7900 Rack, which is one of the industry's highest-density rack solutions with support for up to 84 analogue cameras. The video encoders, which support all types of analogue video cameras, convert analogue signals into digital streams that are then sent over IP networks for viewing and recording on networked computers.

Both the AXIS Q7401 and AXIS Q7406 incorporate an encoder for H.264, which is also known as MPEG-4 Part 10/AVC. Without compromising image quality, Axis' H.264 encoder can reduce bandwidth and storage requirements by more than 80 per cent compared with Motion JPEG and as much as 50 per cent than with the MPEG-4 Part 2 standard. The products also support Motion JPEG for increased flexibility.

The AXIS Q7401 and AXIS Q7406 can also provide multiple, individually configurable video streams from each channel at full frame rate in all resolutions. Both products include intelligent capabilities such as enhanced video motion detection and active tampering alarm.

The AXIS Q7401 also supports Power over Ethernet (IEEE 802.3af), which enables the unit, as well as the analogue camera that is connected to it, to receive power through the network cable. It also offers two-way audio and audio detection and has an SD/SDHC memory card slot for local storage.

The AXIS Q7900 Rack offers an expandable system that is ideal for use in installations with large numbers of analogue cameras. The 19-inch rack holds up to 14 hot-swappable video encoder blades. With four ports that support Gigabit Ethernet, it can handle multiple video streams from each analogue channel. It is also highly dependable featuring redundant power supply units, plus the rack's fan cassettes can be changed without the need to cut off power.

Anders Laurin, executive vice president, Axis Communications commented: "These new and upcoming Axis products are based on a high-performance video encoder platform that has unparalleled image processing capabilities. It enables the products to deliver superb image quality with higher resolutions, frame rates and multiple streaming capabilities, and with much lower bandwidth and storage requirements using the H.264 compression standard. In addition, there is increased capacity for running intelligent video applications that help users effectively manage large-scale video surveillance systems."

Steve Gorski, managing director, Axis Communications (UK) Ltd commented:  
“This new range of video encoders delivers the benefits of H.264 compression directly to analogue camera users with high image quality at lower bandwidth rates. With Power over Ethernet powering both the encoder and the analogue camera together, it has never been easier to incorporate analogue cameras into an IP-surveillance system.

The Axis video encoders offer the market’s most comprehensive set of network capabilities, optimizing the network video solution for security, efficiency and manageability. The products are also 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 products are available through Axis’ distribution channels in Q3 2008.

**-ends-**

***Notes to editors***

<sup>1</sup> Axis Communications is the global market leader in the network video market with a market share of network cameras of 32%. The world market for network cameras alone will be worth more than \$1 Billion by 2009. The network camera market is set to have a CAGR of more than 40 per cent per year over the next three years to reach a value of \$1.5 billion by 2010, according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled ‘The World Market for CCTV and Video Surveillance Equipment 2007 Edition’ published in December 2007.

***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 analogue 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 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on OMX Nordic Exchange, Large Cap and Information Technology. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com)*

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