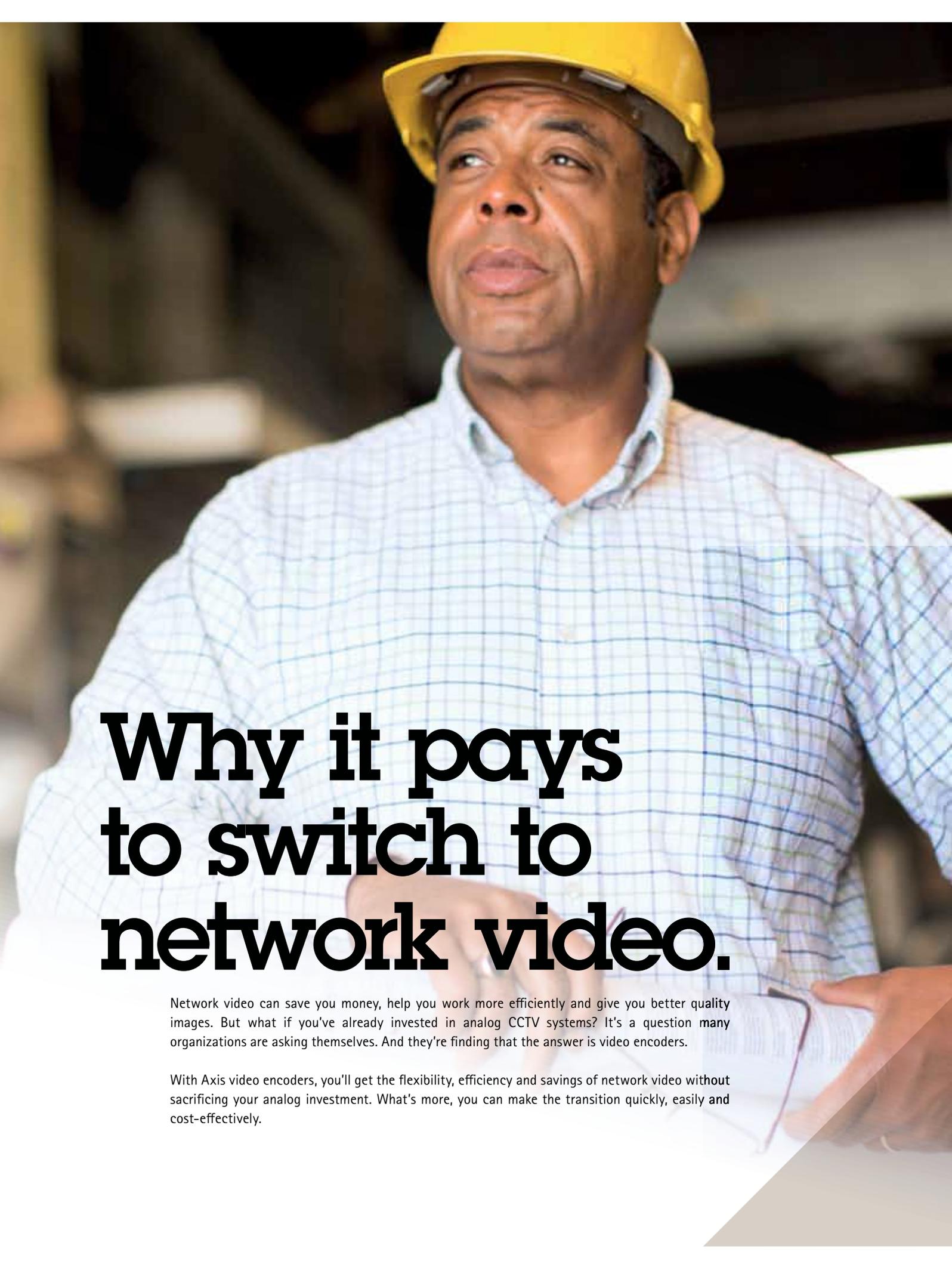


## Axis video encoders.

Where analog and network video meet.





# Why it pays to switch to network video.

Network video can save you money, help you work more efficiently and give you better quality images. But what if you've already invested in analog CCTV systems? It's a question many organizations are asking themselves. And they're finding that the answer is video encoders.

With Axis video encoders, you'll get the flexibility, efficiency and savings of network video without sacrificing your analog investment. What's more, you can make the transition quickly, easily and cost-effectively.



# Five reasons you'll **love** network video.

## **1. Access images anytime, anywhere**

You can gain secure, remote access to live and recorded images from any camera with network video. An IP-based surveillance system will give you the ability to secure people and property, remotely from anywhere you have access to a network.

## **2. Reduce the workload of security staff**

You can reduce the workload of security staff thanks to intelligent video capabilities that automatically look for, and act upon, threats or events. This leaves them free to focus on other priorities. It's also much quicker to find the recording you're looking for.

## **3. Respond to your organization's needs faster**

You'll find a network video system is more flexible and scalable than an analog system. It's easy to add functionality and expand network video, which means you can cater for what your business needs today and what it will need tomorrow.

## **4. Cut installation, management and equipment costs**

You'll discover a lower cost of ownership with network video compared to analog CCTV systems. An IP camera integrates power, video, audio, PTZ control and I/O in a single cable, which can save you money. What's more, you can use standard PC server hardware to reduce management and equipment costs.

## **5. Seamlessly integrating analog and IP**

You'll find that with an Axis network video solution, you can integrate your existing analog system with products that bring your system up to speed with the latest IP technology.



# Your first step.

A video encoder is the bridge between an analog CCTV system and a network video system. It digitizes your analog video and sends the converted images over your IP-based network. In short, it gives you many benefits of IP surveillance on an analog surveillance system.

## Configure video streams individually

Your Axis video encoder can provide multiple streams from each video channel. On top of that, you can configure the compression, frame rate and resolution of each stream differently.

For example, you could configure a stream for:

- > Storage efficiency with maximum compression and low frame rate
- > Live viewing with top image quality by choosing a higher frame rate and less compression
- > Mobile devices with high compression and low resolution

## Save money with Power over Ethernet

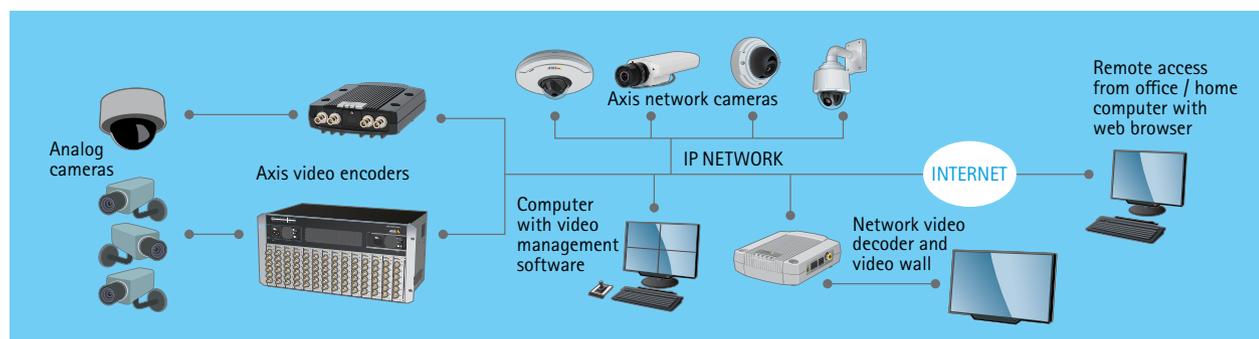
You can power many of Axis video encoders over Ethernet cables. Power over Ethernet (PoE) makes installation easier and reduces costs, as there's no need to run separate power cables. With PoE, a camera or video encoder will continue to operate in the event of a power failure, provided it's connected to an uninterrupted power supply.

## Enhance video with audio

You can connect a microphone or line-in equipment to Axis video encoders that have integrated audio. Audio enhances video surveillance by allowing users to listen in on an area or pick up unusual sounds.

## Create more robust surveillance systems

You can record video directly to a local storage device, such as a microSD/microSDHC/microSDXC card or network attached storage (NAS), with Edge storage. It allows you to design flexible and reliable recording solutions, optimize bandwidth usage, and lower the cost for remote site recording. In addition, you can store images temporarily if the network fails and view low-res images while recording high-performance images locally on a video encoder.



### Protect your analog investment

Whether you have fixed, pan/tilt/zoom (PTZ) or fixed dome cameras, you can connect them to an Axis video encoder. You can retain your analog cameras and complement them with IP cameras to build your network video surveillance system. It's a cost-effective way to expand your surveillance system, and protect your analog investment.

### Raising the level of customer service and satisfaction

Krakow Airport chose Axis as its technology partner as it modernized its surveillance solutions. It was able to protect its existing analog investment and go to the next level with a digital surveillance system that is scalable for the future. Staff and passengers feel more secure as the airport is better equipped for early detection of incidents and making a proactive response.



### Gain added flexibility

You can integrate up to 84 analog cameras into your IP-based video surveillance system with the support of our high-density rack solution. This flexible, expandable solution can accommodate up to 14 video encoder blades in any combination. Axis video encoders also support Motion JPEG and H.264 video formats.

### A modern video surveillance system for the China Art Palace

China Art Palace is a complex environment, requiring different kinds of security cameras. Axis partner Aimetris used video encoders to seamlessly connect 600 analog cameras to a new system with 700 newly installed IP cameras. This solved a number of complicated security issues across 167,000m<sup>2</sup> of surveillance area.

### Increase security with intelligent video

You'll discover Axis video encoders offer a number of intelligent video features, such as multi-window video motion detection, audio detection and active tampering alarm. They have configurable inputs/outputs for connections to external devices, such as sensors and relays. This means that a system can be constantly on guard. When the system detects an event, it automatically records it and sends alerts, such as emails and SMS, activates lights, opens or closes doors and sounds alarms.

### City surveillance in Medellin, Columbia

Medellin needed to strengthen its public safety and security provision. Part of this strategy was to migrate its analog surveillance systems to digital – without discarding the existing analog cameras that were in place. To support security and emergency agencies in the city, Medellin combined its existing analog cameras with AXIS Q7401 video encoders and AXIS Q6034-E network cameras, featuring the latest dome IP technology devices for high availability, maneuverability and definition.



### Gain more control over your system

Axis video encoders offer more ways to control access to video than an analog system. Security features include:

- > Multi-level password protection
- > IP address filtering, which gives or denies access rights to defined IP addresses
- > HTTPS encryption to secure the communication channel
- > IEEE 802.1X to control network access

### IP cameras help plant operators keep solar power flowing

Secluded solar plants need cost-effective, real-time security and monitoring systems. Axis worked with UCIT Security Online to migrate existing analog cameras to an IP video system using Axis video encoders. The reliable solution also remotely monitors the panels for sunlight-inhibiting dust and snow, saving costly trips to distant locations.

# A question of size.

Axis video encoders are available as standalone units or blades for chassis solutions. You'll find that Axis video encoders creates a future-proof video surveillance solution that allow tailored solutions for any size of enterprise.

## **Standalone video encoders**

Standalone video encoders are ideal for small enterprise systems. They offer one, four or 16 connections to analog cameras. A multi-channel video encoder is very effective in situations when cameras are located far away from a control room because the cameras can then share the same network cabling, which reduces costs.



## **Chassis solutions**

A video encoder chassis is perfect for migrating large-scale installations to network video. This can house many video encoder blades to provide a centralized, high-density solution. Each blade can support four or six channels and they're 'hot swappable', which means you can install or remove them without having to power down the chassis.





# Management that's right for you.

Video management solutions involve a combination of hardware and software that you can set up in different ways. They're essential for managing live video, recording, playback and storage in addition to managing the network video products. Axis offers a number of video management solutions that complement our video encoders.

## **AXIS Camera Companion**

If you want a simple solution for viewing and recording video, AXIS Camera Companion is for you. It's very easy to install and it allows you to store recordings on a SD/SDHC/SDXC memory card in an Axis camera or video encoder.

## **AXIS Camera Station**

This solution meets the needs for efficient surveillance of small- to mid-sized installations. This software offers easy installation and setup and an intuitive user interface for effective investigation. It is designed to perfectly match Axis' wide range of network video products and can be installed on any computer, enabling remote viewing and control.

## **Axis Application Development Partners**

Axis works with the broadest network of industry-leading software vendors to provide tightly integrated video management software for your Axis video encoder-based surveillance. With support from more than 1200 software vendors, you are sure to find a video management solution to meet your specific needs.

## **Hosted video solution**

Axis' has a wide range of network cameras and encoders compatible with hosted video. With these products as a base, our global network of service providers can offer cloud-based surveillance services as well as other value adding services to develop your business.

Discover the best of both worlds at  
[www.axis.com/encoders](http://www.axis.com/encoders)

# About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform – delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 65,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based 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).