

# **Eight Reasons to Enhance Your CCTV System with Axis Video Encoders**



## 8 reasons...

---

### ... to enhance your CCTV system with Axis video encoders

- > Intelligence distributed to each channel
- > Fast and flexible video access
- > Flexible, cost-effective infrastructure and storage
- > Improved scalability
- > Image quality
- > Lower total cost of ownership
- > Axis market-leading product portfolio
- > Future-proof technology

## 1 – Intelligence distributed to each channel



# 1 – Intelligence distributed to each channel

## Analog systems

- > Centralized processing
- > Difficult to scale to large systems

## Axis video encoders provide:

- > Intelligence at each channel
- > Built-in features:  
Video motion detection, tampering alarm, alarm management, etc.
- > A foundation for more intelligent video:  
Number plate recognition, people counting, etc.



## Benefits

- > More reliable systems
- > Future-proof platform
- > More effective video surveillance
- > Systems that scale to hundreds of CCTV cameras



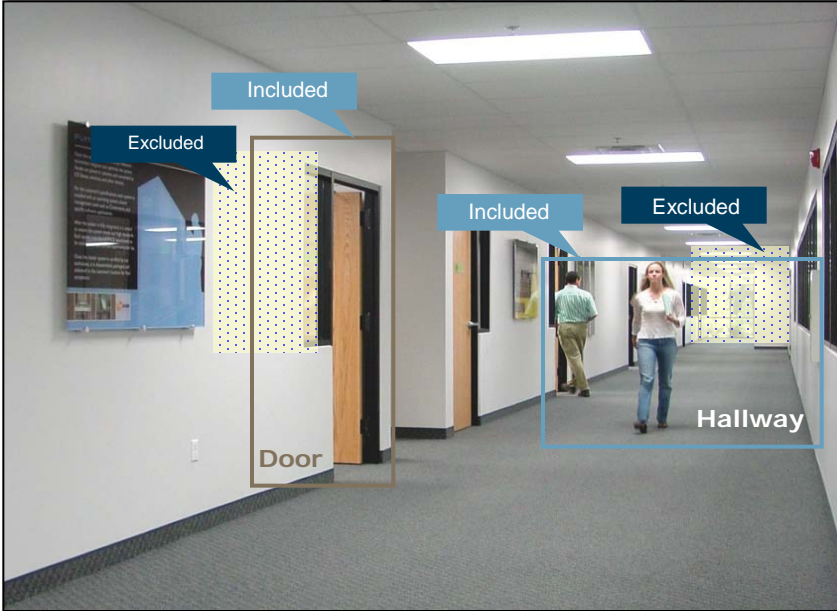
# 1 – Intelligence distributed to each channel

**AXIS**  
COMMUNICATIONS

**AXIS Q7401 Video Encoder** Live View | Setup | Help

**Motion Detection**

- Basic Setup
- Video & Audio
- Live View Config
- Events
  - Instructions
  - Event Servers
  - Event Types
  - Camera Tampering
  - Motion Detection**
  - Port Status
- Recording List
- System Options
- About



The main video feed shows a hallway with several motion detection zones. A blue box labeled 'Included' covers the central hallway area, with a callout 'Included' pointing to it. A brown box labeled 'Excluded' covers a doorway area, with a callout 'Excluded' pointing to it. Another blue box labeled 'Included' covers a person walking in the hallway, with a callout 'Included' pointing to it. A brown box labeled 'Excluded' covers a person walking in the hallway, with a callout 'Excluded' pointing to it. The word 'Hallway' is written in the bottom right of the video frame. The word 'Door' is written in the bottom left of the video frame.

Configure Included Windows  Configure Excluded Windows

Windows Name:  New Del

| Windows Name |
|--------------|
| Road         |
|              |
|              |
|              |
|              |

Object Size

History

Sensitivity

Activity

View All Windows  View Selected Window

## 2 – Fast and flexible video access



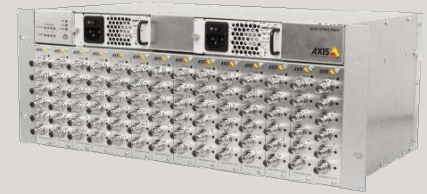
## 2 – Fast and flexible video access

### Many analog systems

- > Video stored on DVRs
- > Searching and finding video cumbersome
- > Exporting video difficult

### Axis video encoders provide:

- > Immediate access to stored video – locally or remotely
- > Possibility to leverage video management systems tools (timelines, maps, etc.)
- > Easy export of video clips



### Benefits

- > Faster video searches
- > Automated video searches
- > Exporting video for fast involvement of police or other stakeholders



### 3 – Flexible, cost-effective infrastructure and storage





# 3 – Flexible, cost-effective infrastructure and storage

## Analog systems

- > Proprietary storage, hard to expand
- > Difficult to integrate with systems outside CCTV

## Axis video encoders provide:

- > IP-Surveillance: established, standardized and interoperable
- > Open platform to integrate with other systems
- > Easy and cost-effective maintenance and upgrade



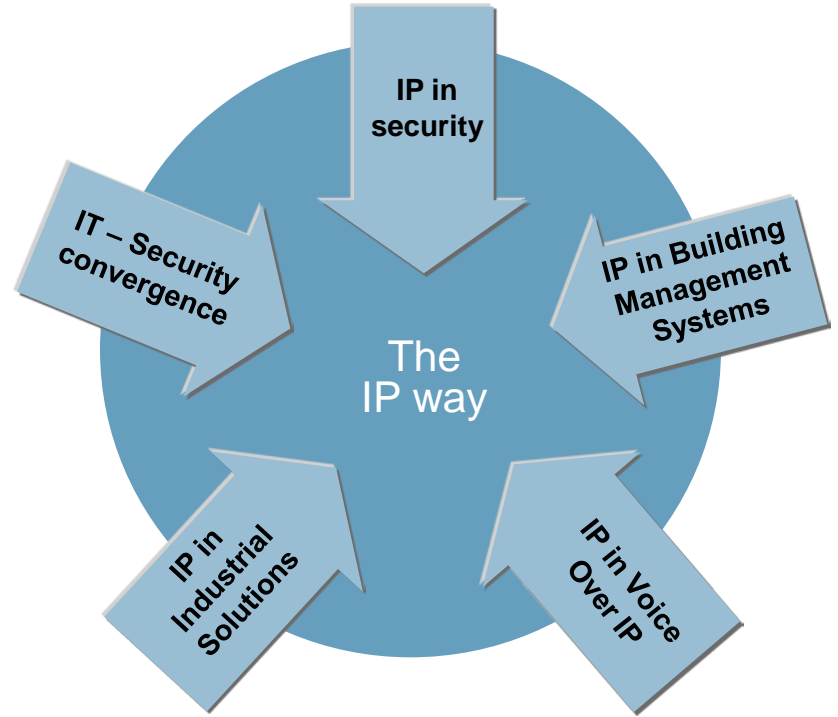
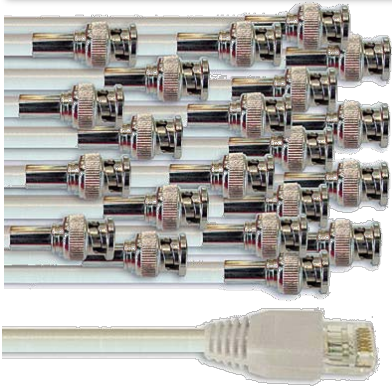
## Benefits

- > Integration with other systems for added benefits
- > Minimized maintenance costs



# 3 – Flexible, cost-effective infrastructure and storage

IP = Easy to integrate  
to better leverage  
investment in  
video surveillance



## 4 – Improved scalability



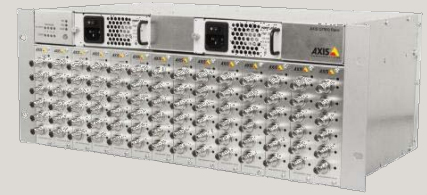
# 4 – Improved scalability

## Analog systems

- > Adding new cameras not straightforward
- > Vendor lock-in
- > Maintenance difficult for large systems

## Axis video encoders provide:

- > Easy way to add cameras – at any pace
- > Recording and management on standardized computer hardware, choose any/many vendors
- > Easy expansion of storage and network as systems grow



## Benefits

- > Easy to build larger systems with more cameras
- > Freedom to choose any vendor
- > Easy to upgrade infrastructure



## 5 – Image quality



# 5 – Image quality

## Analog systems

- > Good analog CCTV cameras can offer reasonable image quality in 4CIF

## Axis video encoders provide:

- > Superior image processing chips
- > Full frame rate, full resolution, de-interlaced H.264 video
- > Image settings for fine tuning
- > Future-proof path to add HDTV and megapixel network cameras



## Benefits

- > No loss of image quality from CCTV cameras
- > Reliable images for identification
- > Full performance in H.264 video streams



## 6 – Lower total cost of ownership



# 6 – Lower total cost of ownership

---

## COMPARE

- > The cost per channel
- > Flexibility and performance

## CONSIDER

- > Back-end applications and storage
- > Standard servers vs. proprietary hardware
- > Leverage investment, gain new benefits
  - Integration with building management, point-of-sales, etc
- > Scalability, flexibility, reliability
  - Add and move cameras around easily
- > IP infrastructure
  - Can be leveraged for other applications





## 7 – Axis' market-leading product portfolio



## 7 – Axis' market-leading product portfolio

- > D1 resolution
  - For maximum image detail
- > Local storage
  - For flexible recording options
- > Image settings
  - For superior image quality
- > H.264
  - For minimal storage and bandwidth requirements

AXIS Q7401 Video Encoder



AXIS Q7900 Rack equipped with 14 AXIS Q7406 Video Encoder Blades



## 7 – Axis' market-leading product portfolio

- > Full frame rate, full resolution in multiple video streams
  - Flexible viewing of high-quality video
- > Distributed intelligence
  - Active tampering alarm, video motion detection, etc.
- > Scalable and compact solutions
  - From 1 to 84 channels
- > Open interface to products
  - Ensures choice of video applications from 600 Axis partners

AXIS Q7401 Video Encoder



AXIS Q7900 Rack equipped with 14 AXIS Q7406 Video Encoder Blades



# 7 – Axis market-leading product portfolio

- > Axis offers a complete range of video encoders
- > Axis offers the market's broadest portfolio of network cameras
- > Axis is the world leader in network video

## Video encoders

- > AXIS Q7404 Video Encoder
- > AXIS Q7401 Video Encoder
- > AXIS M7001 Video Encoder
- > AXIS 240Q Video Encoder
- > AXIS 241S/Q/QA Video Encoder
- > AXIS 243SA Video Encoder
- > AXIS 247S Video Encoder
- > AXIS Q7406 Video Encoder Blade
- > AXIS 240Q Video Encoder Blade
- > AXIS 241Q Video Encoder Blade
- > AXIS 243Q Video Encoder Blade

## Rack solutions and Decoders

- > AXIS Q7900 Rack
- > AXIS 291 1U Rack
- > AXIS P7701 Network Video Decoder

## Full portfolio of network cameras

- > Fixed cameras and fixed domes
- > PTZ and PTZ domes
- > Megapixel and wireless network cameras
- > Thermal network cameras
- > Outdoor/indoor/vandal-proof products
- > Intelligent video
- > Power over Ethernet
- > Day and night cameras
- > Wide Dynamic Range



## 8 – Future-proof technology



# 8 – Future-proof technology

## Analog systems

- > Closed systems
- > Proprietary technology

## Axis video encoders provide:

- > Remote accessibility
- > Scalability and flexibility
- > Easy, future-proof integration
- > Easy to add network cameras in the future: benefit from megapixel, HDTV, progressive scan, etc.



## Benefits

- > Better return-on-investment
- > Systems to build on for the future, path to IP-Surveillance
- > Endless possibilities to integrate and expand

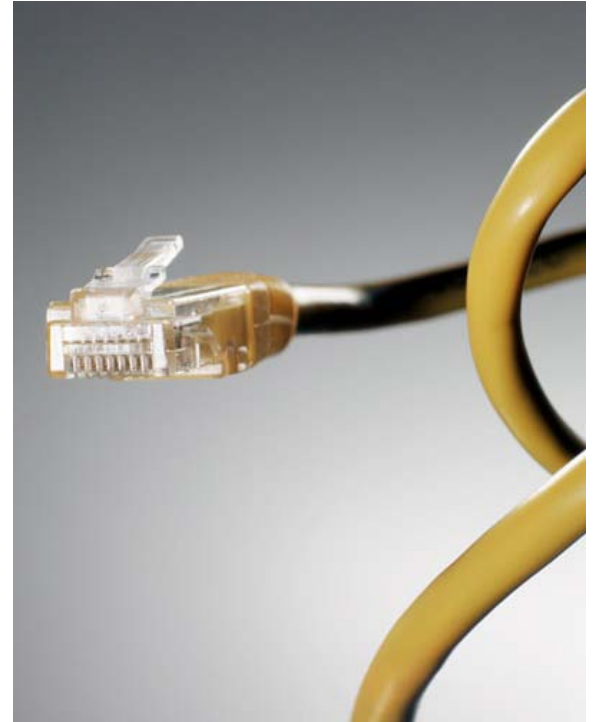


## 8 – Future-proof technology

---

### The future belongs to network video

- > Remote accessibility
- > Superior image quality
- > Easy, future-proof integration
- > Scalability and flexibility
- > Cost-effectiveness
- > Distributed intelligence
- > Proven technology



Get the Axis picture. Stay one step ahead.

partner network  
Axis  
open  
megapixel  
camera  
HDTV  
competence  
worldwide  
network video  
leader  
easy installation  
convergence  
intelligent  
Thank you!  
safe  
innovation  
environment  
protect  
leader  
thermal  
global  
outdoor  
ease of use  
H.264  
integration  
image usability  
focus  
video encoder