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
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

The IP way

IP in security

IT – Security convergence

IP in Building Management Systems

IP in Industrial Solutions

IP in Voice Over IP

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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
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
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
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

**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

**Rack solutions and Decoders**
- AXIS Q7900 Rack
- AXIS 291 1U Rack
- AXIS P7701 Network Video Decoder

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8 – Future-proof technology
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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
The future belongs to network video

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

Get the Axis picture. Stay one step ahead.

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open
HDTV
network
video
leader
worldwide
convergence
intelligence
competition
competence
megapixel
camera
easy installation
innovation
outdoor
thermal
global
integration
focus
video encoder
image usability
protect
environment
leader
partner network
safe
focus
H.264
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video encoder
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