

# New Product Name Structure



# New future-proof product name structure

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- > Axis has sold more than 1 million network cameras and we are launching new products with a high frequency
- > The new future-proof product name structure will
  - Give useful information of the product and product features
  - Secure long-term number availability



# What's in it for me?

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## AXIS M1031-W





- > General product line information
- > Product type information
- > Series information
- > Network camera resolution
- > Number of encoder / decoder channels
- > Features

# Product line

## AXIS M 1031-W

Product line

Q, P, M, T








<b>Q</b>	Most advanced, secure video solutions for mission-critical systems	
<b>P</b>	Versatile and secure advanced video solutions	
<b>M</b>	Affordable, intuitive and dependable video solutions	
<b>T</b>	A range of accessories that increase the benefit of network video	

# Product types

## AXIS M 1 031-W

Product type

1 – 9

<b>1-2</b>	Fixed cameras	
<b>3-4</b>	Fixed dome cameras	
<b>5</b>	PTZ cameras	
<b>6</b>	PTZ dome cameras	
<b>7</b>	Encoders / decoders	
<b>8</b>	System products	
<b>9</b>	Accessories	

# Product series

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AXIS **M10** 31-W

Series name

<b>AXIS M10 Series</b>	<b>AXIS M1011, AXIS M1011-W, AXIS M1031-W</b>
<b>AXIS Q74 Series</b>	<b>AXIS Q7401, AXIS Q7404, AXIS Q7406</b>

# Product series

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AXIS M10 **3** 1-W

Running number

Used to differentiate products, for example within a serie

# Resolution and number of channels

## AXIS M103 1 - W

Resolution/  
Channels

Network cameras – Resolution			Video encoder / Decoder channels
<b>1</b>	VGA	640x480	<b>1</b>
<b>2</b>	4CIF	704x576/480	<b>2</b>
<b>3</b>	SVGA	800x600	<b>3</b>
<b>4</b>	HDTV 720 SXGA	1280x720 1280x1024	<b>4</b>
<b>5</b>	HDTV 1080 2 MP	1920x1080 1600x1200	<b>5</b>
<b>6</b>	3 MP - <5MP		<b>6</b>



# Product features

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AXIS M1031 -W

Extension

-W, -V, -R, -E

- W** – Wireless
- V** – Vandal-resistant
- R** – Rugged
- E** – Enclosure version for outdoor use

# Useful information for your everyday work

**AXIS M1031-W**

