

1080P60 H.265 AV over IP Encoder

Distribute One HDMI Source to Unlimited Displays — Matrix & Video Wall up to 9×9, RS-232 Control over 1G

MPN: AVO-IP265HD-ENC



OVERVIEW

Distributes one HDMI source to an unlimited number of displays over the standard 1G network you already have. A compact, low-power 1080P60 H.265/H.264 AV over IP encoder, the AVO-IP265HD-ENC measures just 120×95×21.5mm and draws 2.64 watts — rack-mounting up to 12 units in 4U or 8 in 1U, the right choice for digital signage, education, retail, and corporate AV distribution where reach, simplicity, and density matter more than 4K or KVM.

It supports matrix switching, video wall up to 9×9, unicast and multicast distribution, analog audio embedding, and RS-232 pass-through — all configured through the web GUI, with RTSP sub-streams for VLC and third-party preview. Sold as a standalone encoder and managed by the AVO-IPCTL-265HD controller, it lets integrators order the exact encoder-to-decoder ratio each job needs. Decoders (AVO-IP265HD-DEC) sold separately.

1 PRODUCT OVERVIEW

DESIGNED FOR

AV integrators and system engineers deploying 1080P video distribution in signage, education, retail, hospitality, and corporate environments where one source must reach many screens.

THE CHALLENGE

Traditional matrix switchers are fixed-size and costly to expand, while 4K/KVM over-IP platforms over-serve simple 1080P signage and education jobs. Buying a bundled encoder/decoder pair also forces integrators to purchase decoders they may not need at each source.

THE KANEXPRO ADVANTAGE

Sold as a standalone encoder, so integrators order the exact ENC:DEC ratio a job requires. Compact 120×95×21.5mm form factor racks 12 units in 4U at just 2.64W, with matrix switching, 9×9 video wall, and the AVO-IPCTL-265HD controller ecosystem — all on standard 1G infrastructure.

2 PRODUCT POSITIONING

The AVO-IP265HD-ENC is the compact, rack-dense 1080P H.265 AV-over-IP encoder for integrators who need to distribute one HDMI source to unlimited displays over standard 1G networks — without paying for 4K, KVM, or a per-display encoder.

3 SALES ANALYSIS

CHANNEL FIT

Best sold through AV distribution and rep firms into integrators; strong fit for online resellers now that the encoder can be listed as a single SKU on Amazon/B&H.

DEAL SIZE & SALES CYCLE

Typical order value \$2K–\$25K across a room or venue (multiple ENC + DEC units); 2–8 week sales cycle.

COMMON OBJECTIONS

"Only 1080P, not 4K" — answer with cost, density, and signage/education fit. "Needs a managed switch" — provide the recommended switch list and IGMP guidance.

WIN / LOSS THEMES

Wins on price, rack density, and low power vs. 4K platforms; loses when the job genuinely needs 4K, USB-KVM (point to AVO-IP265-HDK), or fully plug-and-play no-managed-switch setups.

TOP USE CASES TO CLOSE

- 1 Digital signage rollouts where one player feeds many screens and display counts grow over time.
- 2 Education and retail distribution where 1080P is sufficient and rack density plus low power matter.

4 APPLICATIONS



Digital Signage Networks

One media player feeds dozens of screens across a venue over existing 1G cabling, with new displays added by dropping in a decoder.



K-12 & Higher Education

Distribute a lecture-capture or classroom PC source to overflow rooms and common-area displays without dedicated matrix hardware.



Retail & QSR Menu Boards

Drive promotional and menu-board screens from a central player, scaling display count store-by-store without re-encoding.



Sports Bars & Hospitality

Route any source to any TV and build video walls up to 9×9 for game-day and event displays over a managed network.



Corporate & Huddle Spaces

Share a room PC or presentation source to breakout displays and lobby screens with RS-232 room control.



Control & Operations Rooms

Compose multi-source video walls and monitor feeds at ultra-low power for 24/7 always-on operations.

5 WHO THIS IS FOR

AV Integrators

System Engineers

Signage Networks

Education AV

Retail / QSR

Hospitality

Ideal User

Commercial AV integrator or system engineer specifying 1080P distribution for signage, education, retail, and hospitality.

Project Types

Digital signage, K-12 & higher education, retail/QSR, hospitality, corporate AV, government.

Typical Buyer

Integration firm principal or lead engineer; for online sales, the reseller's category buyer.

6 KANEXPRO PRODUCT COMPARISON

Where each KanexPro AV-over-IP product fits, so reps can steer to the right SKU:

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
AVO-IP265HD-ENC	Distributing one source to many screens	1080P60 H.265 encoder	Encodes one HDMI source for unlimited decoders (this product)
AVO-IP265HD-DEC	Adding displays to a system	1080P60 H.265 decoder	Pairs with encoders; add one per display as screens grow
AVO-IP265-HDK	Installs needing USB-KVM	H.265 + USB-KVM	Adds USB HOST/DEVICE, IR, and HDMI loop-out
AVO-IPJP2K	4K / visually-lossless jobs	4K60 JPEG2000 + Dante	Steps up to 4K when 1080P isn't enough

For 1080P signage, education, retail, and hospitality distribution, pair AVO-IP265HD-ENC encoders with AVO-IP265HD-DEC decoders in the exact ratio each project needs.

7 FREQUENTLY ASKED QUESTIONS

Q: Why is the encoder now sold separately from the decoder?

So integrators order the exact ENC:DEC ratio a job needs — and so KanexPro can list a single encoder SKU online, matching competitors like AV Access.

Q: How does this compare to buying a 4K over-IP encoder?

For 1080P signage, education, and retail, this encoder is lower cost, more compact, and lower power — 4K platforms over-serve those jobs.

Q: Why choose this over AV Access HDIP100E?

Denser racking (12 units in 4U), 9×9 video wall vs 8×8, ultra-low 2.64W power, and the AVO-IPCTL-265HD controller ecosystem.

Q: Does it need a special network switch?

Yes — a Layer-3 managed Gigabit switch with multicast/IGMP Snooping enabled. A recommended switch list is provided.

Q: How many encoders fit in a rack?

12 units per 4U or 8 per 1U, with mounting ears and screws included per unit.

Q: Can it power over the network?

Yes — 802.3af Class 3 PoE, so no DC adapter is needed when the switch supplies PoE.

Q: What if the customer needs USB-KVM?

Point them to the AVO-IP265-HDK platform, which adds USB HOST/DEVICE KVM; the ENC/DEC covers pure video and audio distribution.