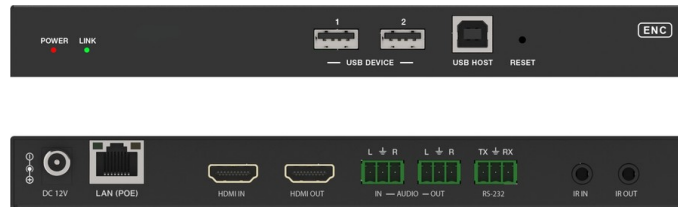


1080P60 H.265 AV over IP KVM Encoder

Distribute One HDMI Source with USB-KVM & Bidirectional IR — Matrix & Video Wall up to 9×9 over 1G

MPN: AVO-IP265HDK-ENC



OVERVIEW

Distributes one HDMI source — with full keyboard, mouse, and IR control — to an unlimited number of displays over the standard 1G network you already have. A compact 1080P60 H.265/H.264 AV-over-IP KVM encoder, the AVO-IP265HDK-ENC adds USB-KVM and bidirectional IR to IP video distribution and racks up to 10 units in 6U or 4 in 1U — the right choice for control rooms, command centers, education, and corporate AV where operators must reach and control remote sources, not just watch them.

It drives matrix switching, video wall up to 9×9, unicast and multicast distribution, analog audio embedding, and RS-232 / IR pass-through — all configured through the web GUI, with a local HDMI loop-out for on-site monitoring and RTSP sub-streams for VLC 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-IP265HDK-DEC) sold separately.

1 PRODUCT OVERVIEW

DESIGNED FOR

AV/IT integrators and system engineers building control rooms, command centers, broadcast/production, education, and corporate KVM systems that need operators to reach and control remote 1080P sources.

THE CHALLENGE

Plain AV-over-IP distributes video but not control, forcing separate KVM extension; dedicated 4K KVM-over-IP platforms over-serve 1080P jobs at a steep premium; and bundled ENC/DEC kits force integrators to buy endpoints they don't need at each source.

THE KANEXPRO ADVANTAGE

Combines IP video distribution with integrated USB-KVM (HOST + DEVICE) and bidirectional IR, plus an HDMI loop-out, in a compact 204mm unit that racks 10 per 6U at 3.48W — sold standalone so integrators order the exact ENC:DEC ratio, all on 1G infrastructure with the AVO-IPCTL-265HD ecosystem.

2 PRODUCT POSITIONING

The AVO-IP265HDK-ENC is the compact 1080P H.265 AV-over-IP KVM encoder for integrators who need to distribute and remotely operate a source over standard 1G networks — without the cost of a dedicated 4K KVM-over-IP platform.

3 SALES ANALYSIS

CHANNEL FIT

AV/IT distribution and rep firms into control-room and KVM integrators; online-reseller ready as a single encoder SKU.

DEAL SIZE & SALES CYCLE

Typical order value \$3K–\$40K across a control room or venue (multiple ENC + DEC); 3–10 week sales cycle.

COMMON OBJECTIONS

"Only 1080P, not 4K" — answer with cost, density, and control-room fit. "Needs a managed switch" — supply switch list + IGMP guidance.

WIN / LOSS THEMES

Wins on integrated KVM+IR at a value price and rack density vs 4K KVM-over-IP; loses when the job genuinely needs 4K or matrixed multi-head KVM.

TOP USE CASES TO CLOSE

- 1 Control rooms / command centers needing per-operator KVM of any source.
- 2 Broadcast, education, and corporate KVM where 1080P is sufficient and density/cost matter.

4 APPLICATIONS



Control Rooms & Command Centers

Give every operator local keyboard, mouse, and IR control of any source on the wall, with 9×9 video-wall composition.



Broadcast & Production

Route and control edit bays, playout, and monitoring PCs from any position over standard 1G cabling.



Education & Lecture Capture

Drive classroom and overflow displays from a lectern PC while instructors keep full KVM control.



Healthcare & Imaging

Distribute and control PACS / modality workstations to reading rooms with keyboard/mouse at each display.



Corporate KVM & Huddle

Share and operate a room or data-center PC from breakout displays with USB-KVM and IR.



Government & SCADA

Extend and control secure operator workstations to remote consoles over a managed network.

5 WHO THIS IS FOR

AV/IT Integrators

System Engineers

Control Rooms

Broadcast

Education

Corporate KVM

Ideal User

Control-room / AV-IT integrator or system engineer specifying 1080P KVM distribution for command centers, broadcast, education, and corporate.

Project Types

Control rooms, command centers, broadcast/production, K-12 & higher education, healthcare, corporate AV, government.

Typical Buyer

Integration firm principal or lead engineer; reseller category buyer for online sales.

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-IP265HDK-ENC	Distributing + controlling one source	1080P60 H.265 KVM encoder	Distributes and gives KVM/IR control of one source (this product)
AVO-IP265HDK-DEC	Adding controllable displays	1080P60 H.265 KVM decoder	Add one per operator position without buying encoders
AVO-IP265HD-ENC	Video-only distribution	1080P60 encoder (no KVM)	Choose when keyboard/mouse/IR control isn't needed
AVO-IPJP2K	4K / visually-lossless jobs	4K60 JPEG2000 + Dante	Steps up to 4K when 1080P isn't enough

For 1080P control rooms, command centers, and KVM installs, pair AVO-IP265HDK-ENC encoders with AVO-IP265HDK-DEC decoders in the exact ratio each job needs; drop to the non-KVM AVO-IP265HD split when control isn't required.

7 FREQUENTLY ASKED QUESTIONS

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

So integrators order the exact ENC:DEC ratio a control room needs, and KanexPro can list a single KVM encoder SKU online.

Q: How is this different from the non-KVM AVO-IP265HD-ENC?

The HDK adds USB-KVM (HOST + DEVICE) and bidirectional IR plus an HDMI loop-out — choose HDK when operators must control the source, not just view it.

Q: Why choose this over a 4K KVM-over-IP platform?

For 1080P control rooms it is far lower cost, more compact, and lower power; 4K KVM platforms over-serve those jobs.

Q: How does the USB-KVM work?

USB HOST (Type B) connects the encoder to the source PC; USB DEVICE ports at the decoder carry the operator's keyboard and mouse.

Q: Does it need a managed switch?

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

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 about IR control?

Bidirectional IR (IR IN + IR OUT) passes remote-control signals in either direction between rooms.