

H.265 AV over IP System Controller — 100M

Cost-Effective Matrix Switching & Video Wall Management for H.264/H.265 Systems — Dual 100M Network Isolation, Web GUI & GPIO Control

MPN: AVO-IPCTL-265HD



1 PRODUCT OVERVIEW

DESIGNED FOR

AV integrators and IT managers deploying H.264/H.265 AV over IP systems requiring basic matrix switching and video wall without advanced video wall flexibility or collaborative operator workflows.

THE CHALLENGE

Simple H.265 deployments need centralized routing and basic video wall management, but don't require the cost or complexity of an advanced controller with window roaming or mouse collaboration.

THE KANEXPRO ADVANTAGE

The AVO-IPCTL-265HD delivers the essential H.265 matrix and video wall features at a cost-effective price point. Core functionality, dual-network isolation, and 100M bandwidth for straightforward installations.

2 PRODUCT POSITIONING

AVO-IPCTL-265HD is the cost-effective H.265 system controller for integrators who need matrix switching and video wall management without the advanced features of the AVO-IPCTL-265.

3 SALES ANALYSIS

CHANNEL FIT

Rep and distribution alongside H.265 endpoint pairs. Value tier for cost-sensitive quotes.

DEAL SIZE & SALES CYCLE

~\$399 per controller. System deal \$1,000–\$20,000+

COMMON OBJECTIONS

1. 'Why not -265?' For basic routing without window roaming/mouse collab, -265HD is the right fit. 2. 'Third-party control?' Yes via TCP/IP and RS-232. 3. 'Only 100M?' Sufficient for H.265 endpoints.

WIN / LOSS THEMES

Win: straightforward H.265 routing without advanced video wall. Loss: control rooms, broadcast, or collaborative deployments — upsell to AVO-IPCTL-265.

TOP USE CASES TO CLOSE

- 1 Small corporate campus with H.265 encoders/decoders — basic matrix routing and video wall. -265HD covers all requirements at a lower price than the advanced controller.
- 2 Education or hospitality multi-zone H.265 distribution — simple source routing to displays with video wall presets for recurring layouts.

4 APPLICATIONS



Matrix Switching

Route any H.265 encoder to any decoder via drag-and-drop web GUI. Supports one-to-one, one-to-many, and one-to-all routing. Double-click decoder preview to inspect video/audio/RS-232/IR/USB routing relationships.



Video Wall Management

Create up to 9 independent video walls with Class Preset configuration. Each wall supports up to 9 routing presets for instant recall of complex display layouts.



Dual-Network Isolation

VIDEO LAN carries AV multicast on a separate 100M segment from the IT control network. Prevents bandwidth interference and meets enterprise network security requirements.



Web GUI Control

Auto-discover all H.265 endpoints at startup. Manage device configuration, EDID, matrix routing, video wall presets, user accounts, and firmware updates from any browser.



GPIO Automation

4-channel GPIO with selectable 5V or 12V level via DIP switch. Trigger relay outputs, lighting, screens, or motorized mounts directly from the controller.



Cost-Effective Deployment

Delivers core H.265 matrix and video wall management at an accessible price point. Ideal for budget-conscious deployments where window roaming, mouse collaboration, and IP camera import are not required.

5 WHO THIS IS FOR

AV Integrators

IT Managers

Corporate AV

Education AV

Hospitality AV

System Designers

Ideal User

AV integrator quoting a cost-sensitive H.265 system with straightforward routing and video wall requirements.

Project Types

Corporate AV, education, hospitality, digital signage, small-medium deployments

Typical Buyer

AV Director or Facilities Manager. Cost-driven selection; controller provides required management without over-specifying.

6 KANEXPRO PRODUCT COMPARISON

AVO-IPCTL-265HD is the entry-level H.265 controller. Use this table to right-size controller selection.

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
AVO-IPCTL-265	H.265 Advanced 1G	Matrix, wall, roaming, collaboration	Higher cost, full feature set — upsell for advanced needs
AVO-IPCTL-JP2K	JPEG2000 Controller	Matrix, wall, KVM, Dante	Different protocol — JPEG2000 endpoints only
Works With	AVO-IP265-4K, AVO-IP265-HD, AVO-IP265-HDK (H.265 AV over IP endpoints)		

★ AVO-IPCTL-265HD is the right fit for straightforward H.265 matrix and video wall deployments without advanced workflow requirements.

7 FREQUENTLY ASKED QUESTIONS

How does AVO-IPCTL-265HD differ from AVO-IPCTL-265?

AVO-IPCTL-265HD is 100M with basic matrix and video wall only. AVO-IPCTL-265 is 1G and adds window roaming, seamless switching, mouse collaboration, IP camera import, 2×RS-232, and IR OUT. Choose -265HD for simple H.265 routing; choose -265 for advanced workflows.

Is the controller required for basic H.265 operation?

No — point-to-point unicast works without it. Required for matrix switching and video wall configuration.

What is the MCU/Normal DIP switch for?

Normal mode (default): RS-232 for serial control. MCU mode: RS-232 for controller firmware upgrade. Always keep in Normal during standard operation.

Can I use a single network switch?

Yes — connect all endpoints and VIDEO LAN to one switch, CONTROL LAN to PC. Single-switch mode works but AV/IT isolation is not maintained.

How do I access the web GUI?

Navigate to <http://controller.local> or 192.168.6.100 (no DHCP). Default login: admin/admin. Set a new 6–8 alphanumeric character password on first login.

Does it support third-party control systems?

Yes — TCP/IP API, RS-232, and SSH enable integration with Crestron, AMX, QSC, and other control systems.

What are Video LAN IP modes?

Auto: controller assigns IPs automatically (recommended). DHCP: router assigns IPs. Static: manual IP assignment. Select during initial setup wizard. Note: Video LAN subnet must differ from Control LAN subnet in Static mode.