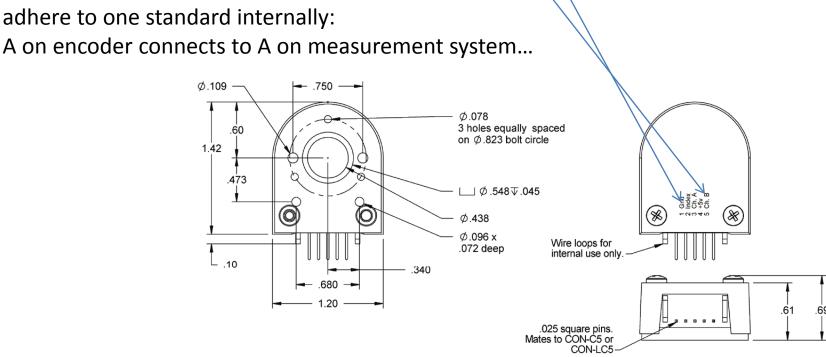
On the right is the flexible joint encoder Note that A leads B for clockwise rotation looking from behind

Below is the motor encoder note how the sensor inside the housing itself is reversed
We mount the encoders the same way and adhere to one standard internally:



In this view, channel A leads channel B for clockwise shaft rotation.