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Panasonic shakes the surveillance camera market and aims to maintain its No. 1 position in the market with a 5 year warranty campaign including inspection, repair and spare parts, the first in Thailand. In addition, the Company has launched a new i-Pro Extreme 2017 security camera for hazardous areas with H.265 data compression technology and network theft protection.

Ms. Ranee Sitthikeaw, Group Manager of Security Solution of Panasonic Siew Sales (Thailand) Company Limited, revealed that the Company wanted to satisfy every need of customers. Beside new products and innovations, we also emphasize on the importance of after-sales service, especially product warranty. Most of the dealers would provide up to 3 year warranty. It is because, usually, after the period, most of the products will begin to have problems. In addition, government agencies or private companies would calculate depreciation of this type of product based on 5 year period. Therefore, distributors or customers would have to bear the inspection, repair and spare parts cost for the remaining 2 years by themselves which will lead to higher business costs. In respond, Panasonic launches a 5 year warranty campaign including inspection, repair costs and spare parts as the first service provider in Thailand. This is to provide highest benefits to customers and all distributors of the Company as well as reinforce confidence of product quality of Panasonic.

“In an overview, this year, the surveillance camera market is still very competitive, especially the price strategy. In this regard, Panasonic has been offering quality products with state-of-the-art technology which cater to all needs. Hence, we do not focus on price competition but to present the full potential of our products to motivate consumers to choose our products. We believe that this is the most effective strategy for the current situation. The 5 year warranty campaign will start with all i-Pro products, including the latest i-Pro Extreme Security Camera which will be officially launched in April 2017. Presently, Panasonic has a market share of about 12 percent of the total market which worth about 3.5 billion baht. It is expected that the campaign and the new product will increase the Company’s market share from 3-5 percent this year and will allow the Company to maintain its No. 1 position for security products in Thailand among major projects nationwide” said Ms. Ranee.

i-Pro Extreme is the latest Panasonic security camera with H.265 compression technology and data security system that will meet the customers who require to use the products in hazardous environment and high-risk climates effectively, especially in monitoring public areas, risky or areas with extreme environments or for an organization that needs to install large number of surveillance camera and keep the information for a long time, such as banks, government agencies, private companies, etc.

i-Pro Extreme is available in 20 models, with price ranging between 12,000 – 200,000 baht.