

# Panasonic Launches Intelligent Security System, Expecting to Become Leader of Smart City



Panasonic responds to Smart City corresponding to the government policy that requires the city development. It expects to become the leader in the market and also launches the intelligent security system which meets requirements of consumers. Moving to the next step with state-of-the-art technology and emphasizing on quality and system presentation in a form of solution which is more integrated for the highest benefits of life and asset security of consumers.

Mr. Hidekazu Ito, Managing Director, Panasonic Siew Sales (Thailand), stated in the press conference of Panasonic Intelligent I-Pro Extreme Launching 'The Secret Holder' that "over years, the market of security system products grows constantly which corresponds to the rapidly increasing demand of CCTV camera product market in Thailand. Panasonic has unceasingly researched and developed technologies to obtain products meeting requirements of consumers under Japan quality standards as much as possible"

In the meantime, Thai government also pays attention to such security system by establishing the policy on city development under the concept of "Smart City" and emphasizing on Public Safety. Panasonic, as the leader of security system, researches and develops products and technologies to respond this government policy as well

We would like to present the latest model of CCTV camera product, including "4K camera" and Speed Dome camera" with the features of long range night vision, ideal for installing along streets or public areas. In addition, there is "Intelligence VDO Analytic Software" with AI technology so the system can access to data rapidly and provide the most accurate analyzing results, responding to actual operations of consumers. Panasonic greatly focuses on this matter

We highly wish that our products offered today will assist Thai society to have better security system with accurate, practical, and precise products together with good services from our professional team, leading to the life and asset safety of the public

Ms. Ranee Sitthikaew, Marketing Group Manager of System Solution, Panasonic Siew Sales (Thailand), mentioned the overview of competition in CCTV camera market in Thailand that “Long-term worthiness and advanced technologies become the awareness of consumers in markets. We already survived from the age of price competition. According to any situations, when there is any bad event occurred, CCTV camera cannot provide solution to such event, such as unable to capture images, unclear images, failure of night vision mode, non-functional camera after installation, etc. Panasonic realized issues from these situations so it pays attention to the development of products responding to requirements of customers in terms of worthiness and advanced technologies, leading to the launch of state-of-the-art security technology with this CCTV camera system.”

This new CCTV camera product of Panasonic consists of 1. New i-PRO Extreme 4K Network Camera, the CCTV camera with 4k resolution providing the image quality equivalent to 4 Full-HD cameras but offering in the same price of Full-HD cameras with infrared LED for night vision, 2. New i-PRO Extreme IR PTZ Network Camera, the pan/tilt/zoom camera with infrared LED for night vision up to 350 meters distance area, including Wide Dynamic Range (WDR) function and lens fogging prevention technology 3. WV-ASF950 Unregistered Face Detection, the software system for analyzing and comparing faces with new latest functions for detecting faces that is not stored in the database, suitable for applying in factory areas, warehouses, or specific areas for screening persons entering in the area, and 4. WV-ASV100 Vehicle Search System, the system for analyzing and comparing characteristics and types of vehicles, color of vehicles, and transportation directions of vehicles with AI technology, allowing the system to search the targeted vehicles 30 times faster. However, Panasonic sets the main target customer group which is government authorities and large-scale private organizations requiring the highest reliability for security with technologies from CCTV camera. Panasonic also pays attention to product warranty and after-sale service providing 5-year warranty for products, including labor and spare part costs, which is considered to be the only one in the market. This is to emphasize on the product quality and advanced technologies of Panasonic as the market leader in Thailand.