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Panasonic 4K camera to cut surveillance costs in half

Panasonic is set to launch (Monday 11th May) a 4K surveillance camera, at an industry event at The Tower of London, which the company says will deliver greater coverage at a lower cost.

The WV-SFV781L dome camera delivers 'True 4K' image quality and resolution at both the centre and the corners of the image.

Aimed at applications such as intersections, airports, railway stations, car parks, factories, warehouses and port facilities, where a large number of cameras are required to provide full coverage, the camera's sensor offers strong low light performance and covers a 16-100 degree field of view, with no lens exchange required.

The True 4K camera can cover a view four times larger than 1080p cameras, and a view nine times larger than 720p cameras. It can also cover two and three times the distance of 1080p and 720p cameras respectively.

"When taking into account brackets, cabling, wall mounts and other operational costs associated with installing a CCTV camera, switching to 4K can significantly reduce costs," said Gerard Figols, European Head of Product Marketing, Panasonic Security. "We estimate that costs could be reduced by as much as 50 per cent, as one Panasonic 4K camera offers the image quality and coverage of four full HD cameras."

"A large shopping centre car park, for example, requires vehicle model, colour and licence plate identification as well as people monitoring. A 50,000 square meter car park would require a total of 70 HD cameras to provide effective coverage, whereas it would only require 21 Panasonic 4K cameras; that's significantly less hardware to manage and maintain," Figols added.

The 1/1.7 type sensor, in combination with the Panasonic True 4K F1.6 lens, achieves low light performance at just 0.3 lux in colour or 0.03 lux in black and white mode, making it the best performing 4K class surveillance camera.

The camera also has Smart IR-LED making it possible for clear and sharp pictures at 0.0 lux across the whole 4K image. The rain wash coating helps reduce maintenance costs and helps avoid the effect of the drops and dust.

Virtual PTZ operation allows the user to focus on one smaller area in view whilst still recording the whole area, so no event is missed in mission critical applications.

For more information about Panasonic security solutions, please visit:

<http://business.panasonic.co.uk/security-solutions/>

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Roadshow dates are as follows:

11th May - Tower of London, London

26th May – Guinness Store House, Dublin

28th May – Old Trafford, Manchester

Register for the event here: <http://business.panasonic.co.uk/security-solutions/press-and-events/true-4k-roadshow-2015-the-evidence-is-clear>

For further information, images etc please contact the Panasonic PSCEU UK PR Department:

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About Panasonic System Communications Company Europe (PSCEU)

PSCEU is the European branch of Panasonic Systems Communications Company, the global B2B division of Panasonic. PSCEU's goal is to improve the working lives of business professionals and help their organisations' efficiency and performance. We help organisations capture, compute and communicate all sorts of information: image, voice, and textual data. Products include PBX telephone switches, document printers, professional cameras, projectors, large visual displays, rugged mobile PCs and fire alarms solutions. With around 400 staff, engineering design expertise, global project management capability and a large European partner network, PSCEU offers unrivalled capability in its markets.

PSCEU is made up of five product categories:

- **Communication Solutions**, including professional scanners, multifunctional printers, telephony systems and SIP terminal devices.
- **Computer Product Solutions** helps mobile workers improve productivity with its range of Toughbook rugged notebooks, Toughpad business tablets and electronic point of sales (EPOS) systems. As European market leaders, Panasonic Toughbook had a 66.4% revenue share of sales of rugged and durable notebooks and Panasonic Toughpad held a 50.4% revenue share of sales of rugged business tablets in 2013 (VDC Research, March 2014).
- **Professional Camera Solutions**, including Broadcast & ProAV products and industrial medical vision (IMV) technology. Panasonic is one of the top two professional camera vendors in Europe.
- **Security Solutions**, including video surveillance cameras and recorders, video intercom systems, access control, intruder alarms and fire alarm systems.
- **Visual System Solutions**, including projectors and professional displays. Panasonic offers the widest range of Visual products, and leads the European projector market with 28 % revenue share. (Futuresource B2B market tracking, Q1/2014).

About Panasonic

Panasonic Corporation is a worldwide leader in the development and engineering of electronic technologies and solutions for customers in residential, non-residential, mobility and personal applications. Since its founding in 1918, the company has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.70 trillion yen (71.5 billion Euros) for the year ending March 31, 2014. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers. For more information about Panasonic, please visit the company's website at <http://panasonic.net/>