

18<sup>th</sup> February 2015

## Safer Homes in Walsall with Panasonic

**Walsall Housing Group (whg) has improved resident safety with the installation of 380 Panasonic surveillance cameras that cover 17 high rise blocks.**

Formed in 2003, whg is one of the West Midlands' leading providers of social housing. The group owns and manages around 19,000 properties across Walsall, housing nearly 40,000 people, a fifth of the borough's population.

whg Technical Specialist, Paul Martin, said, "Before the surveillance system was installed, we relied on foot patrols to monitor the blocks every night. With a maximum of only two patrols per night, we weren't really catching anything.

"With the CCTV recording 24 hours a day it means we can catch more and be reactive. From our control room we can identify incidents and alert our patrols so they can investigate."

whg has been able to assist the police with the help of the CCTV system to aid in prosecutions and investigations. Their work with the police includes shutting down and preventing illegal activity, often external to the WHG properties.

"On one occasion we were asked to help with an investigation in to a man who had allegedly stolen a car. The police asked him where he had been at the time, and he claimed to be in the pub down the road. We had a look through the CCTV and we managed to pull up a man matching his description and the location. The police were able to use that footage to aid in a prosecution." Paul Martin remarked.

"We once saw a domestic disturbance taking place with a woman's partner dragging her into a property. We called the police and she was safe as a result," said Community Safety Manager, Annete Harpin.

The extensive network of cameras are displayed on a 5x2 video wall configuration of 55" Panasonic professional displays located in the WHG control room. Activity captured by any camera is automatically brought up on screen through Motion Detection, saving the whg Security Team from manually patrolling through the hundreds of cameras.

Panasonic also developed an incident manager package specifically for the Group. This makes it easy to track any incidents and integrates with whg's CRM software, allowing for efficient reporting.

The security solution also benefits from an audio system which allows staff in the control room to communicate with potential trouble makers caught on camera.

Pauline, a resident of whg commented, "Before the cameras were installed, we were having a lot of problems with people breaking in, using drugs and other things, we didn't really feel safe. Now we have the cameras and security, it's fantastic, you can sleep at night, you feel a lot safer and happier. We wouldn't move anywhere else."

The housing group has calculated that over a three month period, the system has managed to pay for itself through social benefits, like fewer police visits, less ambulance visits, and less visits to the doctors. "It's not just for Walsall Housing Group, it's for the people of Walsall," said Annete Harpin.

<ENDS>

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

Michael Pullan European PR Manager <a href="mailto:michael.pullan@eu.panasonic.com">michael.pullan@eu.panasonic.com</a> 01344 853 856 / 07554 226540	Jonathan Burton European PR Assistant <a href="mailto:jon.burton@eu.panasonic.com">jon.burton@eu.panasonic.com</a> 01344 853 854
---	---

### **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/>