Panasonic to introduce new range of surveillance cameras at IFSEC 2013

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Panasonic will demonstrate enhanced Business Intelligence Video System (BIVS) analytics at IFSEC 2013

Panasonic Professional Camera Solutions will introduce a brand new range of solutions at IFSEC 2013. First showcased at IFSEC in 2012, Panasonic will demonstrate enhanced Business Intelligence Video System (BIVS) analytics making it possible for businesses to both deploy surveillance and to gain real-time insight into business activities driving greater ROI and enhancing commercial success.

Panasonic has been working to develop video analytics for businesses across retail, logistics, banking and transport using the direct input of end-users and industry experts to identify new business solutions which can improve quality and performance across marketing, operations and customer service whilst maintaining the best security functionality.

Using BIVS retailers can execute individual promotions with high accuracy, enhance customer service and optimise resources whilst in retail logistics increased efficiency, greater accuracy are deliverable. Specifically for stores, space optimisation, improved individual customer experience and better safety measures can be achieved. In transport, BIVS may be used for traffic monitoring, flow analysis and queue management. It may also be used for accounting purposes
when there are multiple service providers operating within a single regional pass. In a logistics operation BIVS could monitor the flow of goods, which is useful for optimising routes, identifying bottlenecks and the point at which parcels go off track and help enable the delivery of services such as parcel tracking or online delivery notification. Finally, in banking BIVS can be implemented for customer tracking, flow and behaviour monitoring and determining pinch points and hot/cold spots. BIVS could also be used to deliver better targeted promotions and help automate content delivery on digital signage, optimise space, and/or monitor queues and staffing levels.

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Panasonic is also introducing a range of new solutions which are designed to ensure surveillance continuity; from 24/7 surveillance cameras, wide angle and 360 degree cameras, to cameras which are vandal resistant. Super Dynamic Range is being offered within a vandal resistant 360 degree view i-Pro Smart HD dome camera. For applications in outdoor environments subjected to extreme variations in weather conditions and for vulnerable public locations, Panasonic is introducing a range of new surveillance cameras that deliver continuous Full-HD images, a host of other intelligent features and that operate in temperatures ranging from -50°C to +55°C.

When discussing the latest Panasonic ranges Andre Meterian, European Director of Professional Camera Solutions, commented: “These really are powerful surveillance solutions and cameras; packed with the most advanced features available anywhere. We are really looking forward to showcasing the range at IFSEC, particularly the award nominated WV-SW598 and WV-SW400 SF400. We are expecting a huge response, especially from top tier installers who are seeking the highest quality solutions and the greatest return on their customers’ investments as with every detail being taken into account the new Panasonic ranges will be specified by the smartest of installers seeking to deliver the very best surveillance available.”

To have the chance to discover how these solutions and the many others which are to be unveiled at IFSEC could secure and improve your business, as well as learn how Panasonic is
changing, visit the Panasonic stand, Hall 5 C10, at IFSEC 2013.

Alternatively, to access additional information today, please visit business.panasonic.co.uk/professional-camera