# Panasonic announces 360° Panoramic Dome cameras

The Associated Press

SECAUCUS, N.J.--(BUSINESS WIRE)--Jan 31, 2013--Panasonic, a leading provider of integrated security and surveillance solutions for a wide variety of markets including education, food services and healthcare, as well as enterprises and government agencies, today announced the general availability of its i-PRO SmartHD 360° panoramic 3.0 megapixel dome cameras. Recently introduced at the ASIS Conference in September, both indoor (WV-SF438) and outdoor IP66 rated weather and vandal resistant (WV-SW458) cameras are now available through authorized Panasonic resellers.

The cameras feature a full 360 degree field of view that eliminates blind spots, and enables multiple users to have an independent pan/tilt/zoom (PTZ) experience. The cameras low-profile design allows it to be deployed in spaces where conventional motorized PTZ cameras will not fit. Key features include full 1080p resolution at 30fps with Panasonic’s exclusive Mega Super Dynamic processing, on-board image

correction to minimize optical distortion and ensure highly accurate images, and multiple transmission modes for versatile monitoring of wide areas with a single camera. Additional intelligent features include face detection and the ability to be controlled remotely via a Smartphone.

The new i-PRO SmartHD 360° panoramic 3.0 megapixel dome cameras incorporate H.264 high profile compression technology to minimize transmission and recording bandwidth requirements. Up to a 50 percent reduction in network bandwidth is further achieved with Panasonic's UniPhier® proprietary System LSI platform. H.264 maximum bit rate/client and total bit rate control provides flexible network management, and Frame Rate Priority mode adjusts bit rate and compression ratio to ensure a specified frame rate. Multiple H.264 (high profile) streams and JPEG streams ensure simultaneous real-time monitoring and high-resolution recording.

“Panasonic once again responds to the needs of our clients with the release of the new 360 o cameras. The 3.1 megapixel in the outdoor (WV-SF458) in single PTZ mode is perfect for attended viewing,” said Giacomo Catucci, president of Advanced Telesystems. “The indoor (WV-SF438) is ideal for our retail store clients where it can replace up to four legacy cameras while reducing the cost of staging, installation and cabling.”

Additional performance features include Panasonic's Mega Super Dynamic and Adaptive Black Stretch (ABS) technologies that deliver 128x wider dynamic range compared to conventional cameras; 3D-DNR digital noise reduction; Day/Night operation; Video Motion Detection (VMD) with four programmable detection areas, 15-step sensitivity levels and 10-step detection sizes; an SDXC/SDHC/SD memory card slot for H.264/JPEG on-board edge recording, alarm recording and/or backup recording upon network failure (JPEG); plus full duplex bi-directional audio, which allows interactive communication between the camera site and monitoring site.

The new 360° panoramic 3.0 megapixel dome cameras are ideal for growing markets such as healthcare, education, hospitality and retail in providing a safer environment for staff and visitors. In addition, video surveillance systems are increasingly being used for business optimization purposes such as targeted marketing, supply chain optimization and facilities monitoring, and to address issues relating to risk management, fraud and loss prevention.

“With the addition of the 360° panoramic megapixel cameras, we continue to offer our reseller partners and customers’ tremendous performance, value and flexibility,” said Charlie Hare, Panasonic’s National Category Manager, Security and Mobile Video Solutions. “The new 360 cameras are a great complement to our existing camera line-up and combined with our recorders and software we provide complete, integrated analog, IP or hybrid security and surveillance solutions that meet our customers’ specific needs.”

*Pricing and Availability*

The WV-SF438 and WV-SW458 are now available through authorized Panasonic resellers at an MSRP of $1,182 and $1,364, respectively.

*Panasonic Solutions for Business*

Built on a celebrated engineering foundation, Panasonic architects business technology solutions that help build a better world. Customers in government, healthcare, production, education and a wide variety of commercial enterprises, large and small, depend on integrated solutions from Panasonic to help them acquire, manage and interpret the information that drives innovation. The complete suite of Panasonic solutions addresses unified business communications, mobile computing, security and surveillance systems, retail information systems, office productivity solutions, high definition visual conferencing, projectors, professional displays and HD and 3D video production. As a result of its commitment to R&D, manufacturing and quality control, Panasonic engineers reliable and long-lasting solutions as a partner for continuous improvement. Panasonic solutions for business are delivered by Panasonic System Communications Company of North America, which is a Division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC).

All brand and company/product names are trademarks or registered trademarks of the respective companies. All specifications are subject to change without notice. Information on Panasonic solutions for business can be obtained by calling 877-803-8492 or at www.panasonic.com [1].

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**Links:**
[1] http://www.panasonic.com