

Panasonic's New i-Pro H.264 Megapixel Cameras Feature Innovative Mega Super Dynamic Imaging Technology For Superior Performance.

Offer Multiple Compression for Real-Time Monitoring and High-Quality Recording.



Las Vegas, NV (April 1, 2009) – Attendees at ISC West 2009 will be among the first to see two new i-Pro megapixel cameras from Panasonic System Solutions Company that feature the company's exclusive mega Super Dynamic imaging technology and streaming of H.264, MPEG-4 and JPEG compression formats. The 3.0 megapixel cameras provide images at 30 frames per second in H.264 format (in 1.3 megapixel mode). The i-Pro WV-NW502S Vandal-Resistant Fixed Dome camera and WV-NP502 box camera incorporate Panasonic's mega Super Dynamic (mega SD) camera technology with 128x dynamic range, Adaptive Black Stretch technology to make dark areas more visible, and face detection technology to better identify subjects.

“Our new i-Pro megapixel cameras with Super Dynamic imaging technology will redefine how performance characteristics of megapixel devices will be measured and compared moving forward,” said J.M. Allain, President of Panasonic System Solutions Company. “Imaging performance is dependent on more than just chipsets – it’s intelligent technology that sets superior cameras apart as a result of advanced digital

signal processing that drives image sensors and enables innovative features. Panasonic's mega Super Dynamic imaging technology delivers performance that's unparalleled in the industry. Our cameras are designed to capture high resolution images like the human eye – regardless of highly contrasted lighting conditions within a scene, in direct sunlight or the dim of night.”

Panasonic's new Super Dynamic megapixel cameras can transmit multiple video streams simultaneously – including H.264, MPEG-4 and JPEG – to enable both real-time monitoring and high-quality recording. JPEG mode allows up to a 3.0 megapixel image, and image compression in JPEG mode can be changed by an alarm to provide a higher quality image.

The cameras' advanced mega Super Dynamic image technology allows more sensitivity for lower light levels (1.0 lux color and 0.08 lux black-and-white at F1.4 in 1.3 megapixel mode) for clear images even when light is dim, which is ideal for 24-hour surveillance. The cameras also incorporate progressive scan megapixel CCDs that deliver clear images with less motion blur and no tearing even when subjects are moving. Additional performance features include a primary (RGB) color filter for superior color reproduction, Adaptive Digital Noise Reduction to adjust to changing viewing conditions, and Auto Back Focus (ABF) that adjusts the positioning of the CCD sensor to provide accurate focus in both color and black-and-white modes and reduce post-installation intervention.

Panasonic's new Super Dynamic megapixel cameras also feature advanced Video Motion Detection (VMD) with four programmable detection areas, 15 sensitivity levels and 10 detection area sizes. The cameras' face detection feature locates the position of up to eight human faces, and the information is sent by XML or video stream. Privacy zones can mask up to eight private areas, such as house windows and entrances/exits. Other features include IPv4/v6 compatibility and power over Ethernet (IEEE802.3af) to simplify installation.

The WV-NW502S Vandal-Resistant Fixed Dome features an IP66-rated water and dust-resistant dome for use in demanding environments. A smaller power supply and RJ-45 connector enable easy cable storage along with a new mounting method that allows cabling to be attached after the camera body has been mounted.

“Visitors to ISC West will see a lot of megapixel cameras, but they really owe it to themselves to take a look at our new mega Super Dynamic introductions,” added Mr. Allain. “These cameras – packed with features and functionality – are great examples of Panasonic’s commitment to provide the industry’s best customer-driven integrated system solutions.”

For more information, contact Panasonic System Solutions by calling toll free 1-866-PAN-CCTV (1-866-726-2288) or visiting www.panasonic.com/i-Pro.

About Panasonic System Solutions Company

Panasonic System Solutions Company, Unit of Panasonic Corporation of North America, is a world leader in professional electronics providing innovative system solutions and integrated technology solutions for a wide range of business applications including: industry leading i-Pro IP and analog video surveillance solutions; imaging devices for the medical, industrial, and entertainment industries; Stingray point-of-sale workstations and Attune drive-thru communications systems for the quick-service and hospitality industries; and large screen LED digital signage, digital sports coaching systems. Based in Secaucus, NJ, Panasonic Corporation of North America is the principal North American subsidiary of Panasonic Corporation (NYSE:PC) of Japan.

XXX

***EDITORS’ NOTE:** All photos are available upon request by emailing Sara Greenberg at LRG Marketing Communications sgreenberg@lrgmarketing.com.