

**FOR IMMEDIATE RELEASE**

## **Establishing a New i-PRO Entity in the Asia Pacific Market as a Part of Global Expansion**

**Fukuoka, JAPAN** (January 20<sup>th</sup>, 2022) – Panasonic i-PRO Sensing Solutions Co., Ltd. announces the establishment of a new legal entity in the Asia Pacific Region as of April 1<sup>st</sup> 2022. The new company called i-PRO APAC, will cover the Asia Pacific and Oceania market as a part of i-PRO's global expansion. With this establishment, the i-PRO entities now cover a major part of the global market including Americas, EMEA, Japan, and Asia Pacific.

As an independent company i-PRO APAC will be better positioned to adapt and react to the current market needs of the security industry by being more flexible, dynamic and bold. i-PRO APAC will execute the global i-PRO strategy by focusing on creating powerful camera solutions, open to customization by 3rd party partners for mission-critical applications, further building on Panasonic's reputation for quality and reliability.

i-PRO APAC will be headquartered in Singapore and start operations as of the 1<sup>st</sup> April 2022. The business will continue to operate as normal through the transition period. Pre-and post-sales support processes that customers have come to expect from their trusted next-generation security systems and industrial medical vision provider will continue as usual.

### **About i-PRO**

Panasonic i-PRO Sensing Solutions Co., Ltd., is a global leader of advanced sensing technologies in the fields of Intelligent Surveillance, Public Safety, and Industrial/Medical Imaging. Established in 2019, i-PRO was built on a legacy of over 60 years of innovation with Panasonic.

The company's products, software and services extend human senses to capture moments of truth with innovations that inform and protect. In order to help create a safer world, Panasonic i-PRO Sensing Solutions Co., Ltd., supports the work of professionals who protect and save lives.

(The company name will be changed to "i-PRO Co., Ltd." in April 2022)

### **EDITORIAL CONTACT**

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