

FOR IMMEDIATE RELEASE

**New i-PRO Branded Product Portfolio from May in APAC,
Also Introducing i-PRO's Newest Multi-Sensor Camera Range
with AI at the Edge**



Fukuoka, JAPAN and Singapore, Asia Pacific (March 15th, 2022) – Following its mission to be the trusted next-generation AI camera vendor, Panasonic i-PRO Sensing Solutions Co., Ltd. (To be renamed to “i-PRO Co., Ltd.” on April 1st, 2022) announces the launch of a new product portfolio under the brand name “i-PRO” in the APAC market in May 2022, and also an introduction of its new multi-sensor camera range with deep learning intelligence at the edge in APAC. Those i-PRO branded product portfolio is going to be provided through i-PRO APAC. The new company will be established in the Asia Pacific Region as of April 1st 2022. As the next step in i-PRO’s AI-fication strategy of the security industry, these new multi-sensor cameras come pre-installed with four powerful AI analytic applications, but are also open for customisation with other 3rd party analytics to meet customers’ needs.

The new i-PRO multi-sensor cameras are available with three or four imaging sensors in 4K, 6MP and 4MP resolution, ensuring exceptionally detailed image capture for 180° or up to 360° vision adaptable to the installation environment. All these features come in the thinnest and most discreet design currently available on the market, making the new range a game changer in the security industry.

The new i-PRO multi-sensor cameras incorporate a built-in AI processor enabling deep learning analytics to detect people and vehicles. Following i-PRO’s open AI strategy, the SDK makes the new range fully open for third party application developments. The models offer wider coverage capabilities with a larger tilt range than other comparable models on the market, as well as IR LED lighting on selected models to ensure image capture in low lux environments. The ability to autonomously detect and differentiate objects in wide areas allows security personnel to focus on real events of interest, effectively improving their productivity while enhancing overall security.



Panasonic i-PRO Sensing Solutions Co., Ltd.

4-1-62 Minoshima, Hakata-ku, Fukuoka-shi, Fukuoka, Japan

“We’ve just added to our already intelligent and big line-up of S-series AI cameras, a slimmer and more flexible multi sensor AI camera. Thus, reducing the need for complexities in design and pushing the new Standard in Security further,” said Masami Eguchi, Vice President, Head of Security & Safety Global. “Our new i-PRO multi-sensor cameras take wide-coverage surveillance to a new level by combining exceptional high quality imaging performance and expansive deep learning applications at the edge of the camera to provide truly proactive video surveillance. The new thin and discreet design is also evidence of listening closely to our customer needs and implementing them in our line-up. This makes the new multi-sensor cameras not only a strong security hardware, but much more; an open sensor device easily blending into any surrounding.”

Following i-PRO standards for high security and integrity of video data, the new i-PRO multi-sensor cameras also feature industry-leading FIPS 140-2 level 3 encryption secured by a 3rd party certificate provider. This makes the i-PRO multi-sensor camera range ideal for use in a wide range of high-security applications within city and building surveillance, logistics, industry and transportation.

We will continue to expand our open network of collaborators around the world to deliver superior and valuable products more quickly and realize our brand concept of "The Power of Truth".

About i-PRO APAC

i-PRO APAC is a leading security camera manufacturer combining more than 60 years of industry know-how in delivering the highest product standards with innovative open technology like AI, whilst respecting data security. The company will be established as of April 1st 2022 and is headquartered in Singapore as part of the Japan-based i-PRO Co., Ltd. global company network (Panasonic i-PRO Sensing Solutions Co., Ltd. until end of March 2022).

For more information visit: <https://i-pro.com/global/en/surveillance>

EDITORIAL CONTACT

Communications Team

Panasonic i-PRO Sensing Solutions Co., Ltd. (To be renamed to “i-PRO Co., Ltd.” on April 1st, 2022)

press_i-pro@gg.jp.panasonic.com