

NEWARK, N.J.--([BUSINESS WIRE](#))--Panasonic System Communications Company of North America, a leading provider of integrated security and surveillance solutions, today announced the availability of its next-generation 3 Series camera platform. Built on the same high-performance UniPhier® LSI platform as its flagship 6 Series line, the new 3 Series cameras provide the latest in high definition surveillance capabilities at a price point that is ideal for small to mid-sized enterprises, government and public safety applications.

The new 3 Series cameras deliver high definition video images in 720p resolution and an up to 133dB of dynamic range thanks to its Enhanced Super Dynamic and Adaptive Black Stretch (ABS) technologies, making the 3 Series cameras ideal for low-lighting conditions. The 3 Series cameras produce high definition resolution at 60 frames per second, enabling the capture of exceptionally clear images of moving objects, and feature the ability to encode up to four simultaneous H.264 streams while maintaining use of bandwidth via the UniPhier's very efficient Shadow Compression Engine.

The entire 3 Series line offers outstanding video images in low-light at less than 0.01lx illumination and its 3D Noise Reduction (3DNR) and Multi-process Noise Reduction (MNR) ensure both bright and dark areas are reproduced to deliver best-in-class performance with minimum video noise and accurate color reproduction even under low illumination. The new 3 Series models also feature an SDXC memory card slot offering high-capacity H.264/JPEG edge-recording with flexible record modes including alarm-recording and backup-recording in the event of network failure.

Customers in markets such as healthcare, hospitality, education and retail are expanding their video surveillance systems and looking for advanced IP-networked devices that deliver premium quality without sacrificing performance. Panasonic's new 3 Series cameras are the ideal choice for customers seeking to adopt enterprise-grade video surveillance technologies that deliver the right level of performance and value to meet their specific needs.

Pricing and Availability

The first 3 Series cameras now available through authorized Panasonic resellers

Panasonic Announces Availability of New 3 Series Dome Network Cameras

Written by Australian Business

include:

* **WV-SFN311** (with Auto Back Focus)/ **WV-SFN310** HD Indoor Dome Network Camera;MSRP: \$782.00/\$709.00

* **WV-SFR311** (with Auto Back Focus)/ **WV-SFR310** HD Indoor Vandal-resistant Dome Network Camera;MSRP: \$836.00/\$764.00

* **WV-SFV311** (with Auto Back Focus)/ **WV-SFV310** HD Outdoor Vandal-resistant Dome Network Camera;MSRP: \$1,296.00/\$1,196.00

Additional 3 Series camera models and optional accessories are also slated for introduction throughout 2014.

To learn more about Panasonic's network security camera platforms visit: <http://www.panasonic.com/business/psna/products-surveillance-monitoring/network-security-cameras/index.aspx>

Panasonic Solutions for Business

Panasonic delivers reliable business technology solutions that connect data with decision makers to drive better outcomes—for our customers and our customers' customers. Panasonic engineers reliable products and solutions that help to create, capture and deliver data of all types, where, when and how it is needed. The complete suite of Panasonic professional solutions for government and commercial enterprises of all sizes addresses unified business communications, mobile computing, security and surveillance, retail point-of-sale, office productivity, visual communications (projectors, displays, digital signage) and HD video production. Panasonic solutions for business are delivered by Panasonic System Communications Company of North America, Division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation.

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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 us.panasonic.com/business-solutions.

About Panasonic Corporation of North America

Panasonic Corporation of North America provides a broad line of digital and other electronics products and solutions for consumer, business and industrial use. The company is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. In Interbrand's 2014 annual "[Best Global Green Brands](#)" report, Panasonic ranked number five overall and the top electronics brand in the report. As part of continuing sustainability efforts, Panasonic Corporation of North America relocated its headquarters to a new facility, built to meet LEED certification standards, adjacent to Newark Penn Station in Newark, NJ. Learn more about Panasonic at www.panasonic.com.

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