

Fukuoka, December 16, 2013

## *Panasonic launches the WV-ASF900 series, a new Facial Recognition Analytics Platform*

Panasonic, a leading company of video surveillance cameras and solutions, announced the new release of the WV-ASF900 facial recognition system that runs on Microsoft® Windows® server with the Panasonic 3 series network cameras. WV-ASF900 adds the face matching, face searching, people counting, and the age and gender statistics features to video surveillance systems.

Adopting hybrid Intelligent Video architecture, WV-ASF900 provides a high performance and cost effective facial recognition system. The Panasonic 3 series network cameras clip the facial parts of the captured images and the WV-ASF900 identifies the person by comparing the clipped parts with pictures in databases. This hybrid architecture substantially reduces server and network overload. WV-ASF900 supports up to 20 cameras per server and matches 1,000 faces a second. It takes only 3 seconds to search for a person from 5 million faces on the WV-ASF900.

The WV-ASF900 Facial Recognition Analytics Platform is useful for surveillance and business. It improves surveillance accuracy and effectiveness and also provides an innovative way to utilize the video information for business intelligence (BI) for better marketing effectiveness, store operations, building layout designs, traffic patterns and more.

For more information about Panasonic video surveillance cameras and solutions, please visit us at [security.panasonic.com](http://security.panasonic.com); become a fan on Facebook at [www.facebook.com/Panasonicnetworkcamera](http://www.facebook.com/Panasonicnetworkcamera); watch Panasonic security channel on YouTube at [www.youtube.com/user/Panasonicsecurity](http://www.youtube.com/user/Panasonicsecurity).



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