



Panasonic

COMPANY ANALYSIS

PANASONIC

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TABLE OF CONTENTS

ANKNOWLEDGEMENT	ii
LIST OF FIGURE	iii
LIST OF TABLE	iv
EXECUTIVE SUMMARY	v
1.0 INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem statement	1
1.3 Purpose of the study	2
2.0 COMPANY INFORMATION	3
2.1 Background	3
2.2 Organizational Structure	4
2.3 Product/ Services	5
2.4 Technology	5
2.5 Business, marketing, operational strategy	6
3.0 COMPANY ANALYSIS	7
3.1 SWOT Analysis	7
4.0 FINDINGS AND DISCUSSIONS	9
4.1 Findings	9
4.2 Discussions	10
5.0 RECOMMENDATION AND IMPROVEMENT	13
6.0 CONCLUSION	14
REFERENCES	15

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EXECUTIVE SUMMARY

Nowadays, many technologies have been developed to make continually advancements either for gadget or home appliances. The mobile application broadly uses in all ages group which plays big roles in managing or doing task in their daily life. By implementing several features in mobile application, they can easily using it at anywhere and anytime. Electrical company have to analyse to use precise technologies in producing security camera which are efficient and meet user requirements. People are demanding strict privacy control devices at their home to prevent criminal acts from occur. User can easily change or control their CCTV camera's position using feature provided in mobile application. The thickness of camera's lens is . suitable material in order to customize in outdoor or indoor area and save the image sensor from ruined by sunlight exposure in long term effect. Within flexible and easy to install Wireless CCTV, it is allow user to angle the cameras in their preferred direction instead only in permanent place. Window or door motion sensor that connected with security camera can send alerts and detects the intruder through notification via mobile application.

2.3 Product/ Services

Panasonic company has manufacturer variety of products to the consumers ranging from home appliances, kitchen appliances, air solutions, security solutions, visual systems and many more. In security solutions products, Panasonic has provides wide range of products to maintain high-level surveillance. Panasonic security system depending on category, functionality, types of camera, standards or resolution. Examples of security system has manufactured by Panasonic were IP Camera, Analog Camera, 360-degree Network Microphone, Network Recorders, VMS Solution, Encoders, Intelligent Analytics, ASM/ASC Software.

Furthermore, Panasonic has their own website for consumers using it and browse online interactive product brochures, access warranty and registration information, service centre, technical and frequently asked questions (FAQs). Besides, Panasonic company has provides a service if consumers having technical problems. Consumer can directly talk to a Panasonic representative personally.

2.4 Technology

Wide Dynamic Range

In producing security solutions products, Panasonic are focusing on quality of the camera, standards, functionality and resolution. Technology that used by Panasonic's security camera was wide dynamic range. Wide dynamic range is the range of the brightest and darkest areas that the image sensor can capture images. The security camera with WDR feature can record clear images either in bright or dark areas. Panasonic's Super WDR integrate images at different shutter speeds. The Panasonic security cameras execute 144dB. The enhancement of 144dB Super WDR capabilities, high-performance face detection technology can clearly recognize an individual's face even in dynamic scenes or heavily backlit conditions.

Image Quality

By using Ultra HD 4K security camera, it provides 27 times of resolution of conventional analog cameras (VGA), nine times of standard HD and four times of Full HD. Lens that used were high performance which perform high-resolution images from center out to the