

Panasonic and Symantec Partner to Develop New Industry Standard for Secure Video Transmission Solutions to Prevent Data Takeover and Malicious Activity
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Secure Communication to Prevent Data Compromise from Cyber-Attacks

Panasonic, a global provider of integrated security and video surveillance solutions, has announced a relationship to work with threat protection provider, Symantec Corporation, a leading provider of SSL server certification and threat protection, to provide a series of secure platforms for its video surveillance solutions that will serve a variety of purposes, including data protection from cyber-attacks.

Panasonic recognizes the secure management of data in video surveillance solutions is becoming increasingly important today and in the future, due to various cyber security threats that have occurred, such as hacking, data breaches and tampering.

Malicious software programs, referred to as malware, are wreaking havoc on public and private networks, with more than 375 million such programs occurring in 2015. From data theft to private e-mail leaks and more, hackers are finding their way into a host of different communications networks.

Through the relationship, Panasonic will combine Symantec's highly reliable certificates and technology for detecting and analyzing cyber-attacks with its own in-house embedded cryptography technology to provide a highly secure and robust protection layer for its embedded surveillance products.

Secure Communication is PC-level security for cameras and other embedded devices, providing three information protecting blocks: data encryption; communication encryption; and verification and key, all to ensure the robustness of video evidence and overall safety of video streams. Secure Communication specifically protects against spoofing (false data), video tampering or altering (changing images), and snooping of protected surveillance communications (stealing passwords).

Equivalent to Federal Information Processing Standard (FIPS) 140-2 Level 1, as required for FBI and Public Safety use, Secure Communication's built-in design reduces maintenance costs while providing robust, yet simple operation.

"Recognizing the potential for surreptitious tampering with or attacks on video streams, Panasonic's Secure Communication provides a powerful and economical solution to enhance the security of networked surveillance communications," said Charlie Hare, National Category Manager, Security and Mobile Video Solutions.

Panasonic Group has set a clear target of reaching 10 trillion yen in sales by 2018, for its business-to-business solutions, and its comprehensive video surveillance specifications and implementations will play an important role in achieving this global growth target.

Secure Communication will be available in Q4 FY2015 on all new Panasonic 3, 5 and 6 Series Models and will specifically protect against denial-of-service attacks, IP spoofing and file tampering.

For more information about Secure Communication, visit <http://panasonic.net/Symantec>. For information on Panasonic's full line of surveillance solutions, please visit www.us.panasonic.com/security and follow us on Twitter at www.twitter.com/PANSecurity.

This collaboration is part of "Provision of Panasonic cyber security platform for IoT/M2M" released by Panasonic Japan on September 14, 2015.

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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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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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