



Panasonic Nubo takes monitoring anywhere and everywhere

Panasonic Nubo is a Ready Business

Vodafone
Power to you



Panasonic takes video monitoring to new levels, with Vodafone Internet of Things

Monitoring cameras are a fact of modern life. They play a role in checking our homes, streets and places of work. But they are fixed, and being fixed means they are limited.

Panasonic Nubo solves this. It is the world's first 4G Mobile Monitoring Camera, it can send an alert wherever there is a signal. The Nubo brand, backed by Panasonic, will be given a major European push through 2016 – backed by the Vodafone Managed IoT Connectivity Platform.

The challenge

Creating a monitoring solution to meet mobile lifestyles

Nubo is the world's first 4G-connected, monitoring camera. This is significant. It means the camera does not need a WiFi connection. The palm-sized, outdoor and sleek designed camera can be picked up, packed and set up anywhere.

"It is a camera for our mobile lifestyles," says Rishi Lodhia, CEO, Panasonic Cloud Management Service Europe. "Think of it being for the 'go anywhere, see everywhere' generation. We travel but we still value our most precious assets."

This could mean hotel guests using Nubo as an extended baby monitor, or food trucks setting up mobile security for the day. "There are monitoring solutions on the market, but they're all aimed at fixed locations," says Lodhia. "Nubo doesn't need WiFi, it works anywhere you have a signal."

“ For Mobile Video Monitoring to really work, we needed global coverage, on a single platform with the scale to allow us to grow quickly. As one of the leading global providers, we chose Vodafone for this. ”

**Rishi Lodhia, CEO,
Panasonic Cloud Management
Service Europe**

The camera works in low light, has a 138° lens, operates between -20°C and 50°C, and can back up video to the cloud. The product has its origins in Cameramanager, a Dutch monitoring software provider working in the B2B sector.

It was acquired by Panasonic in 2013 and in addition to use in the B2B sector it has been reworked as a consumer product - Nubo. Panasonic has global ambitions for the Nubo brand. "Phase one is Europe but the plan is to launch in the US and the rest of the world," says Lodhia. "We are selling through our own site nubocam.com before rolling out to selected retailers."

With Nubo pitched as a consumer product it needs to deliver a perfect consumer experience straight out of the box. The camera needs to work within minutes, be easy to set-up and with flawless connectivity. It also needs price consistency. Nubo charges a set fee for the device with standard pricing for connectivity. "This is an international product for international consumers. They travel. We don't want any roaming shocks," says Lodhia.

nubo

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Rishi Lodhia, CEO, Panasonic Nubo

The solution

Global coverage with sliding usage rates

Nubo will rely on the Vodafone Managed IoT Connectivity Platform for the management and connectivity of all devices. It can manage all SIMs from one platform, with price consistency, for cameras shipped anywhere in Europe. The Vodafone managed connectivity service, allows Nubo to scale quickly as it expands in Europe.

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The product has been tested with 150 users, from parents to business users, worldwide and sales launched in Europe in January 2016. Each camera is priced at €349, with sliding usage rates for data, HD-quality video and cloud storage.

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The bottom line

- Establishes global connectivity, managed off one platform, simplifying European go-to-market
- Delivers ideal out-of-the box experience
- Partnership provides marketing and launch credibility for start-up with joint press, consumer and trade events
- Ensures the scalability to cope with European roll-out to consumer market

About Panasonic Nubo

- Panasonic Nubo is the first B2C product of Panasonic Cameramanager to launch fully under the Panasonic brand
- Nubo is the world's first 4G Mobile Video Monitoring Camera
- Launched sales in Europe in the summer of 2016, phase two will see roll-out to US and rest of the world
- Available at: nubocam.com



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