

Showcasing cutting-edge tech

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BY JESSIE LIM



Panasonic personnel explaining the radio wave sensor that detects human movement, or even when they are lying still on the bed (as shown here). It can even detect a person's heart beat accurately. In most cases, the radio wave sensor will be embedded in the wall.

ABOUT 100 leading real estate developers from across Asia attended a Developers' Forum which provided a platform for industry knowledge sharing and networking on solutions for greener and smarter residential and commercial developments.

The one-day forum was hosted by Panasonic System Solutions Asia Pacific and held at the Grand Hyatt Kuala Lumpur.

"Panasonic has been in Malaysia for almost 40 years.

"We are well-known as a household consumer electronics company but we have so much more to offer.

"We are aware that real estate developers are encouraged to invest in green buildings through initiatives such as the Green Building Index (GBI) to minimise its environmental impact," said Panasonic Malaysia Sdn Bhd managing director Cheng Chee Chung.



Panasonic's Licence Plate Recognition system provides an improvement in managing incoming and outgoing vehicles.

With this in mind, Panasonic has been working closely with developers to create new housing solutions with a holistic suite of products and solutions ranging from home appliances, security, energy management systems to infrastructure including solar panels.

The forum also featured four zones where Panasonic solutions were showcased – Living Zone (residential and hospitality), Retail Zone (malls), Infrastructure Zone and the PanaHome Zone (housing).

The Living Zone solutions aim at transforming residences into smart living spaces while the Retail Zone provides ways to engage shoppers and give them an exceptional shopping experience.

The Infrastructure Zone solutions offer property developers ideas on optimising operations and enhancing efficiency through smart building management technology while the PanaHome Zone demonstrates how residential developments can become more than just an investment, but instead are lifestyle choices for discerning buyers who care about the environment and want peace of mind.

"Through this forum, we hope that more real estate developers and partners can understand how Panasonic's solutions are able to meet the end-to-end requirements of developers.

"Together we hope to create smarter and greener communities enabled by innovative technology," said Panasonic System Solutions Asia Pacific executive vice-president Wilfred Wee.



Cheng says Panasonic wants to work with developers to help provide end-to-end solutions.- Photos: ONG SOON HIN/The Star

He added that the digital age had dramatically changed the way we live and is set to change the way we build.

"Buildings are immovable and inflexible assets with limitations in adapting to changing needs, but with smart building technology, building owners and operators will see improved operational efficiency, water and energy savings as well as a reduction in the carbon footprint," said Wee.

Based in Singapore, Panasonic System Solutions Asia Pacific is the B2B (business to business) solutions division of Panasonic Asia Pacific Pte Ltd, and it aims at delivering B2B solutions for government and commercial enterprises that cover unified business communications, mobile computing, data storage, security and surveillance, retail point-of-sale, visual communications and imaging network solutions.