



i-PRO Americas Inc. Style Guide

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STYLE GUIDE



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Basics of i-PRO Style Guide

What Is the i-PRO Style?

The i-PRO Americas Inc. Style Guide generally follows the Associated Press (AP) Stylebook, but with exceptions for individualized branding choices. The AP Stylebook is the official style guide of the Associated Press, a not-for-profit news agency that has existed since 1846. News organizations, magazines, and web publications often use these guidelines, but brands also form the basis of their individual style guides from this structure. The goal of the i-PRO Americas Style Guide is to provide team members with writing and grammatical guidelines that will help create a clear, concise, and consistent brand voice for i-PRO Americas.



i-PRO Products, Solutions, & Terminology

i-PRO Americas Inc.	Company name. Provider of comprehensive security surveillance, public safety solutions and medical imaging. Formerly Panasonic.
Advidia network cameras	Line of IP network video surveillance cameras that provides a wide range of affordable IP camera models that are perfect for video surveillance projects of any size.
AI	Artificial intelligence. The ability of a computer or computer-controlled robot to perform tasks commonly associated with intelligent beings.
AI Smart Box	Combination of the known i-PRO mini paired with a new i-PRO in-house application. This powerful compact combination can provide deep-learning analytics by extracting comprehensive object metadata from the real-time stream of a traditional camera.
bullet cameras	Cost-effective, fixed camera shaped like a rifle bullet. Perfect for indoor and outdoor applications. Deliver crisp, clear images.
BWC	Body-worn camera. Small, visible device worn attached to a law enforcement officer's uniform to capture both video and audio evidence when officers are attending all types of incidents.
BWC4000	i-PRO body-worn camera with a 12-hour field-swappable battery. Featuring a two-piece design, the BWC4000 is IP67 / MIL-STD-810H rated to provide officers with a more reliable way to capture video and audio evidence in nearly any condition.
compact dome camera	Compact camera with a dome casing that fits unobtrusively into any setting and features a wider viewing angle, IR illumination, tough vandal resistance, a built-in microphone, and advanced cybersecurity.

cybersecurity	Precautions taken to guard against crime that involves the internet, especially unauthorized access to computer systems and data connected to the internet.
data-driven forensic search	The study of digital data and the investigation of cyber crimes.
dual-sensor camera	Camera that efficiently monitors two separate areas simultaneously.
edge AI analytics	The implementation of artificial intelligence in an edge computing environment where the process of analyzing data and finding solutions at the edge is collected via smart devices and IoT devices.
embedded network video recorder	With a single compact enclosure, the embedded NVR occupies much less space and can be simply disguised in any location.
EZ-2 Portal	Portal built to enhance and simplify the way integrators, resellers, and distribution partners conduct business with i-PRO. Features instant access to i-PRO inventory levels and enables users to create quick quotes 24/7.
fisheye camera	Camera that provides video surveillance with dynamic viewing angles, including panoramic 180-degree and 360-degree.
ICV	In-car video system. Audio and video recording equipment including, but not limited to, cameras, microphones, and storage devices installed in law enforcement vehicles.
ICV4000	i-PRO in-car video system that features a powerful new video processing unit (VPU4000), wireless networking, new security features, and improved image quality. It employs MPEG-4 recording, eliminating the need for proprietary media devices and making it easier to share video and audio content with other applications.



IIoT	Industrial internet of things. Sensors, instruments, machines, and other devices that are networked together and use Internet connectivity to enhance industrial and manufacturing business processes and applications.
IoT	Internet of things. Devices with sensors, processing ability, software, and other technologies that connect and exchange data with other devices and systems over the Internet or other communications networks.
i-PRO Active Guard	Cutting-edge intelligent search application with easy and quick searches for images based on the industry's largest number of search attributes and free from expensive analysis servers as it runs on i-PRO AI network cameras and video management operation available by video management systems.
i-PRO Endurance 7-Year Camera Warranty	A standard 7-year warranty across the entire line of i-PRO surveillance cameras. The i-PRO Endurance 7-Year Camera Warranty exceeds the i-PRO existing warranty by two years, enabling a 40% longer technology refresh cycle and underscoring the company's confidence in its quality-engineered products. Available in the United States, Canada, and Latin America.
i-PRO FlexPay	Flexible financial program designed to help any size organization stay current with security technology modernization and keep within their budget without disrupting procurement and other business processes. Available only in the United States.
i-PRO mini	Discreet camera with powerful open AI technology in a compact format with edge computing that blends seamlessly into any surrounding.
MonitorCast Access Control	An enterprise-grade access control application that comes integrated with Video Insight 7 to provide a seamless, unified security solution that allows security officials to increase readiness and quickly respond to incidents.

multi-directional + PTZ cameras	The smallest and lightest camera featuring edge AI capabilities, advanced cybersecurity, and vandal resistance for the widest possible deployment. Includes six edge AI applications that meet FIPS 140-2 level 3 standards for cybersecurity resiliency and NDAA compliance. AI-based object recognition enables a seamless hand-off from the multi-directional camera to the PTZ while AI auto-tracking ensures the PTZ doesn't lose lock on subject. Operators can interact with the camera by dragging a box around any object in the multi-sensor image to automatically move the PTZ camera to that position for a closer look.
multi-directional camera	Camera that monitors multiple directions simultaneously.
multi-directional dual-sensor camera	Camera that efficiently monitors two separate areas simultaneously, such as hallway intersections, with a small form factor requiring minimum power, cabling, and only a single VMS license.
multi-sensor camera	Camera that ensures exceptionally detailed image capture for 180-degree or up to 360-degree vision. Available with three or four imaging sensors in 4K, 6MP and 4MP resolution and comes in the thinnest and most discreet design while incorporating a built-in AI processor that enables deep learning analytics to detect people and vehicles.
NVR	Network video recorder. A specialized computer that records security video surveillance footage in digital format to a hard drive.
NU-series network video recorder	NVRs with a built-in PoE switch for 4ch/8ch/16ch and remote monitoring. Its slim design allows for wall hanging and vertical installation.
NX-series network video recorder	High-capacity, secure recording solution featuring remote monitoring with no annual licensing requirements.
open platform	A program where unique applications developed by application partners can be installed and used within the i-PRO network cameras.



PTZ camera	Pan-tilt-zoom camera. A camera that can be operated remotely by combining controls that move the camera angle in a horizontal direction (pan), vertical direction (tilt), and zoom in and out.
S-series cameras	Standard applications. S-series cameras also support analytics processed on the edge but strike a balance between more traditional applications and features.
TCO	Total cost of ownership. The estimation of the expenses associated with purchasing, deploying, using, and retiring a product or piece of equipment.
U-series cameras	Utility applications. U-series cameras are reliable, economical, and suitable for general projects not requiring AI analytics.
VI	Video Insight. A powerful yet easy-to-use VMS with new plug-in architecture that provides enhanced scalability and improved feature sets.
VMS	Video management system. Helps users automatically monitor events from a number of surveillance cameras, alarms, or sensors.
X-series cameras	eXtraordinary applications. X-series cameras are the most powerful edge-based devices and the most powerful AI processors to support a large number of analytics simultaneously.



Numbers & Numerals

Spell out numbers one through nine and use digits for numbers 10 and higher.

The following exceptions, however, should always use digits:

- Addresses
- Ages
- Monetary values
- Dates and times
- Sizes and dimensions
- Percents
- Speeds
- Temperatures

Do not begin a sentence with a numeral. Spell out the number, unless it is a year.

Examples:

- Five i-PRO cameras were shipped.
- 2019 was the year i-PRO became independent.

Press Release Datelines

Include city, state abbreviation (or country if outside the U.S.), and date.

Examples:

- Rolling Meadows, IL, July 6, 2018
- Tokyo, Japan, November 1, 2023



Months, Days, & Times

Dates and times have several formatting considerations.

Dates:

Follow this format: Day, Month + Date, Year

Example:

- Monday, July 1, 2022

Times:

Use colons for times on the hours.

Examples:

- 11:00 a.m.
- 3:00 p.m.

Morning and evening are a.m. and p.m., respectively, and should use periods and lowercase letters.

Days:

Omit the superscripts "st," "nd," "rd," and "th" for ordinal numbers.

Example:

- July 1 not July 1st

Months:

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day, and year, set off the year with commas.

Examples:

- January 2023 was a busy month for i-PRO.



- Jan. 2 was the busiest month for i-PRO.
- The sales meeting is on May 8.
- Feb. 14, 2022, was the release date.
- i-PRO is presenting at GSX on Friday, Sept. 12.

Years:

Use numerals rather than spelling them out.

Example:

- 2022 NOT twenty-twenty-two

When a phrase refers to a month and day within the current year, do not include the year.

Example:

- The security conference is scheduled for June 26.

If the reference is to a past or future year, include the year and set it off with commas.

Example:

- Feb. 14, 2025, is the target date.

Use an "s" without an apostrophe to indicate spans of decades or centuries.

Example:

- the 1900s, the 2000s

Avoid starting sentences with numbers unless referencing a year. Years are an exception to the general rule in numerals that a figure is not used to start a sentence.

Example:

- 2019 was the year i-PRO became independent.



Ages

Use numerals when expressing the age of a person, place, or thing.

Example:

- i-PRO is 4 years old.

Use hyphens to separate numerals and words when using age as an adjective before a noun or as a substitute for a noun.

Example:

- i-PRO is a 4-year-old company.

Sizes, Dimensions & Distances

Sizes, dimensions, and distances should use figures and spell out units of measurement.

Examples:

- The camera should be mounted 8 feet from the ground.
- The camera captures low-light evidence at distances even 350 meters away.

Percentages

Use the % sign when paired with a number and without a space.

Example:

- The entire line of surveillance cameras enables 40% longer technology refresh cycles.

For amounts less than 1%, precede the decimal with a zero.

Example:

- The cost of shipping i-PRO shirts to the sales managers rose 0.9%.



In casual uses, use words rather than figures and the % sign.

Example:

- The department director said there is zero percent chance of missing the deadline.

Try to avoid starting a sentence with a percentage. If it's necessary, spell out both.

Example:

- Ninety percent of the sales team was at the conference.

Use decimals, not fractions, in percentages.

Example:

- The cost of printing the ISC West flyers rose 1.5% from last year.



Punctuation

Single Space

Use a single space after a period. No double-spacing between sentences.

Serial Commas

Use the serial comma (also called Oxford comma) before the conjunction, such as “and” or “or,” to separate three or more items in a list.

Example:

- The order was for an S-series camera, camera mount, and dome cover.

Use the serial comma for clarity and to omit any confusion.

Example:

- Bill is gathering his leadership team, office coordinator Ramsey Weaver, and business partner Taylor Davenport.

Bill is gathering unidentified members of his leadership team plus office coordinator Ramsey Weaver and business partner Taylor Davenport, the final comma is needed, but note that rephrasing the sentence often is better.

Use a serial comma before the concluding conjunction in a series if an integral element of the series requires a conjunction.

Example:

- I had orange juice, toast, and ham and eggs at i-PRO’s All Hands Meeting.



Use a comma before the concluding conjunction in a complex series of phrases.

Example:

- The main points to consider are whether the cameras are multi-directional + PTZ, whether they utilize gears that can deliver consistent panning, and whether they can easily suspend and snap into place for easy deployment.

Quotes & Quotations

Periods and commas always go within quotation marks. Only use single quotations for quotes within quotes.

Examples:

- “As a true thought leader, Bill is a constant source of inspiration to everyone.”
- “The information can be used to ‘fingerprint’ the device that is connected to the internet,” Will said. “It can then be a homing beacon for hackers.”

Hyphens

Use hyphens to connect words in compound adjectives.

Example:

- i-PRO released a high-speed camera.

Em Dashes

Em dashes (—) used to signal an abrupt change, suggest a pause, or set off a clause within a sentence. They are referred to simply as dashes and require a space on either side.

Example:

- AI can help security teams do what they already do — but faster and with greater accuracy — and it enables them to respond in the moment.



Colons

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

Examples:

- The following are going to IACP: Michele W., Michelle C., and Cara.
- Several questions came up at the meeting: Did we reach our goals? Were we on target? What's next for us?

Apostrophes

When proper and plural nouns end in an “s,” add an apostrophe at the end.

Example:

- Marshalls' i-PRO mini caught the girl on video placing the blouse in her purse.

Possessive singular nouns ending in S require an apostrophe before the “s.”

Example:

- The witness's testimony was recorded on camera.

Do not use the possessive “s” with i-PRO. The brand name is never used as a possessive noun.

Examples:

- Incorrect: i-PRO's BWC records law enforcement officers out on the streets.
- Correct: The i-PRO BWC records law enforcement officers out on the street.



Bulleted Lists

Use a bulleted list when you want to create a list that stands out from the text. Lists help readers identify the key points in the text. Put a space between the bullet point and the first word of each item in the list. Capitalize the first word following the bullet point. Use parallel construction for each item in a list.

Examples:

- Gain insights on i-PRO cyber-secure cameras with pre-installed, third-party GlobalSign Certificates, TPM functionality through a secure element, FIPS 140-2 Level 3 encryption, and NDAA and TAA compliance.
- See live demos of our industry-leading i-PRO Active Guard with AI-powered analytics.
- Experience live demos of the i-PRO multi-sensor and AI auto-tracking PTZ integration.
- Try our new EZ-2 Portal showing real-time, at-a-glance inventory status, quick quote creation, portal training, product information, and more.



Locations

Addresses

Always use figures for building numbers.

Example:

- 8639 Fallbrook Drive

Denote directions following building numbers with N., E., S., W., but do not include periods for abbreviations such as NW.

Examples:

- 1316 N. Sixth St.
- 410 NW Eighth Ave.

Spell out streetway numbers under ten. Use digits for numbers 10 and greater.

Example:

- 620 10th St. S.

The only roadway abbreviations are St., Blvd., and Ave. only when following a numbered address.

Examples:

- 318 First Ave.
- The office is on First Avenue

Abbreviate post office as P.O.

Example:

- P.O. Box 1234



Headlines & Titles

Headings vs. Composition Titles

Composition titles are defined as those for books, movies, plays, poems, albums, songs, operas, radio and television programs, lectures, speeches, and works of art. Put composition titles in quotation marks.

Example:

- At GSX, i-PRO Senior Manager of Information Security and Data Privacy, Will Knehr, will be lecturing on "Generative AI/Chatbots and Their Impact on the Security Industry."

In composition titles, capitalize each word (including prepositions and conjunctions of four or more letters) except:

- Articles (a, an, the)
- Prepositions of three or fewer letters (for, of, on, up)
- Conjunctions of three or fewer letters (and, but, for, nor, or, so, yet)
- Unless one of these words is the first or last word in a title

i-PRO uses the composition title format in bold, without quotation marks, and centered for press releases. Subtitles should be in italics with no end punctuation.

Example:

i-PRO Introduces NX Series Network Video Recorders

High capacity, cybersecure NVRs with remote monitoring and no yearly license requirement

Headings would be before an article (think newspaper).

In headings, lowercase each word except for the first word, proper nouns, and the first word after a colon.

Examples:

- AI helps security teams use surveillance video proactively (Security Journal Americas headline)
- Smaller and lighter, a new breed of PTZ cameras with AI-based auto tracking have arrived (Security Journal Americas headline)



Organization Name Abbreviations & Acronyms

Use abbreviations for well-known organizations and acronyms.

Example:

- The FBI agency installed an i-PRO multi-directional + PTZ camera at the field office.

For other organizations or acronyms, spell it out on the first mention, then use abbreviations for subsequent mentions.

Example:

- Recorded interview events are managed by the digital evidence management system (DEMS). The DEMS is fully compatible with your mobile video and no server is required.

Use your best judgment. If people are unlikely to understand an abbreviation, then don't use it.