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SnapAV Launches New Budget-Friendly Luma 8MP 4K Surveillance Camera

The all-new Luma 410 Series IP outdoor cameras feature ultra-clear 8MP resolution with Wide Dynamic Range and advanced motion technology for superb 4K footage.

Charlotte, NC – December 18, 2019 – SnapAV is excited to announce the new Luma 410 Series HD outdoor surveillance IP cameras. The 410 Series enhances the X10 camera line by giving dealers a budget-friendly HD solution without the extras, providing high-quality video for more customers than ever before. The 410 Series provides clarity and peace of mind with brilliant 8MP 4K resolution and a dedicated third video control stream in a low-profile housing, providing high-resolution at a low price made for any install.

The Luma 410 Series comes in bullet, dome, and turret models with multiple color options for convenient customization. Along with 4K imaging, the cameras feature Wide Dynamic Range to eliminate shadowy areas, advanced motion technology that follows large objects through a scene for up to five minutes, and a third video stream independent from the main stream that's optimized for HD control system streaming, providing a comprehensive surveillance experience in any environment.

"We're excited for the possibilities that the Luma 410 Series brings," said Alex Patrao, Category Manager for SnapAV Surveillance & Security. "Offering 4K surveillance in a budget-friendly design allows dealers to install premium video for more of their customers, further expanding their surveillance business by leveraging a new price point. This is something dealers have been asking for, and we're excited to fill this gap in the market so dealers can expand their operations with 4K surveillance on every job."

The Luma 410 Series allows dealers to seamlessly integrate surveillance into their customer's lives easier than ever with enhanced peace of mind. LumaLink, Luma's free remote access service, offers P2P service, fast setup, and improved security over traditional port forwarding and DDNS. The 410 Series is also OvrC compatible. This award-winning remote management platform provides incredible customer service and tech support while minimizing truck rolls, making service calls more convenient for both dealers and customers.

"Our goal at SnapAV is to make the lives of our dealers easier," added Patrao. "At the same time, we need to ensure user satisfaction, and through LumaLink, we can do that. With fast and easy setup and the added safety of P2P technology, we enhance the experience of both dealer and user. Plus, with OvrC dealers cut down drastically on truck rolls and service call time, while the OvrC end-user app allows users to fix small problems on their own, making everyone's life easier."

Shop the all-new Luma 410 line, starting at \$349.95 MSRP, [here](#). For more information about the entire Luma product line, [visit snapav.com/luma](http://snapav.com/luma).

About SnapAV

Established in 2005, SnapAV designs, engineers, and manufactures nearly two dozen consumer technology brands and distributes more than 2,750 install-friendly smart home, audio, video, networking, power, and surveillance products for residential and commercial professionals. Control4® is the smart home brand for SnapAV. The award-winning Control4 Smart Home OS has a vast, interoperable ecosystem of nearly 14,000 third-party products. Serving a professional channel that includes residential and commercial integrators, security dealers, and distributors, SnapAV drives business efficiency and profitability through premium products, competitive pricing, best-in-class online ordering, local warehousing, and esteemed customer service. The company has headquarters in Charlotte, North Carolina, and Salt Lake City, Utah, with offices and local facilities around the globe.

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