



Panasonic PT-RZ660 projector shoots down the competition

It's always great to know how we measure up against the competition, and a recent 'shootout' of laser projectors proved we're more than a match for the rest.

In a blind test, organised by a leading UK systems integrator, 6,000 lumens laser projectors from Panasonic and leading competitors were assessed by industry professionals from sectors including education, health and enterprise at the Victoria Warehouse, Manchester.

The shootout assessed uniformity, brightness, contrast, colour reproduction and greyscale, as well as giving a score for overall impression. The 1-chip DLP™ Panasonic PT-RZ660 was rated 'Top Performer', with an impressive score of 41.2 out of 50.

How the shootout worked

For the test, a show reel was created using a mix of images, test patterns and video, to be projected in a 5-minute loop.

All manufacturers were required to use standard lenses and content was run from a single laptop and distributed via HDMI using identical length cables. Delegates were asked to assess the quality of the image against greyscale, contrast, colour rendition, uniformity and overall impression, and rate each on a scale of 1 to 10.

As a final twist, to ensure the 'blindness' of the test, every projector was covered with a cabinet.

“ Panasonic has taken a leading position in laser projection, with the widest range of products on the market. We were among the laser pioneers and have gained a position of credibility when it comes to performance and reliability. The results of the shootout reiterate our leading position. Gareth Day, UK Visual Systems Group Manager, Panasonic

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The all-important results

Following much lively debate, the Panasonic PT-RZ660 projector was a clear winner. As the sample results below show, it outshone even its closest rivals by some margin, proving once again the quality of our projection technology.



Overall total



What also caught the eye in the test results was the performance of DLP engines compared to their LCD counterparts. In terms of both colour rendition and uniformity, the DLP machines were rated better than LCD projectors.

The prize-claiming projector

Designed for intensive usage and long lasting brightness in education, museums, exhibitions and digital signage applications, the Panasonic PT-RZ660 continues Panasonic's drive to enhance colour output while minimising shading effects, delivering high resolution imagery and up to 6,000 lm (ANSI). Equipped with dual laser modules, a dust-resistant optical block and a long lasting laser engine, the projector is designed to be maintenance free for as long as 20,000 hours.



Ready to experience the PT-RZ660 for yourself?

For full details on the projector shootout, visit www.pureav.co.uk/laser-showcase
 To speak to a Panasonic representative please call 0207 0226530
 or email info@business.panasonic.co.uk or visit our website
business.panasonic.co.uk/visual-system/solid-shine-laser-projection