

9TH FEBRUARY 2016

BEST OF BROADCAST ON SHOW AT ISE 2016

Panasonic used ISE 2016 to showcase its range of broadcast products that support live video production for events and staging.

In addition to a complete lineup of visual system solutions, the Panasonic stand was complemented by auto tracking and control assist solutions and the AW-UE70, the industry's first professional 4K integrated PTZ camera.

Auto tracking is a software based solution which can seamlessly track a person in a conference or lecture hall, while control assist is an application which allows a remote camera to be controlled on a tablet, so the user can wirelessly move, zoom and focus on different people. Both make it easier to produce important meetings, lectures and seminars without expert support.

Both applications are compatible with the AW-UE70 4K remote camera, which delivers UHD images at 25p via HDMI and is capable of 4K-streaming and in-camera 4K recording.

Guilhem Krier, Head of Product Marketing Europe for Broadcast&ProAV at Panasonic, said, "The UE70 is the perfect camera for System Integrators. In addition to IP remote control, video streaming, SDI output and Genlock, the camera is equipped with PoE+ (Power over Ethernet), so it can be fully operated and powered with a single CAT5 cable."

At ISE 2016, Panasonic announced that the camera has been 4K Creston certified and is now outdoor ready, thanks to a system by KST Moschkau.

In addition, Panasonic announced a collaboration with Analog Way. Franck Facon, Marketing and Communications Director at Analog Way, said, "Analog Way is pleased to announce that the Ascender 48 4K seamless switcher along with the Vertige™ remote controller can now integrate with Panasonic's camera solutions. A system comprising Panasonic's leading PTZ camera technology and Analog Way's superior image processing, switching and control can now be combined to form a single, turnkey system."

Panasonic also confirmed that two new studio cameras, the AK-HC5000 and AK-UC3000, will be added to the broadcast line up in spring 2016. The AK-UC3000 is a 4K and HD camera offering new technology that allows the user to shoot in 4K. The cameras have excellent picture quality and superior sensitivity, whilst remaining an affordable solution that will help bring 4K shooting to a wider range of customers and help with 4K adoption.

Visit the Panasonic stand at 1-H20 at ISE2016, Amsterdam RAI from 9th–12th February to see a demonstration or for more information on Panasonic's range of Broadcast and ProAv solutions, please visit <http://business.panasonic.co.uk/professional-camera/>

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About Panasonic System Communications Company Europe (PSCEU)

Panasonic System Communications Company Europe's (PSCEU) goal is to improve the working lives of business professionals and help their organisations' efficiency and performance through world leading technology. We help organisations capture, compute and communicate all sorts of information: image, voice, and textual data. Products include security cameras, PBX telephone switches, document printers, Broadcast & ProAV and Industrial Medical vision cameras, projectors, large visual displays, rugged mobile computers and enterprise fire alarms. With around 350 staff, engineering design expertise, global project management capability and a large European partner network, PSCEU offers unrivalled capability in its markets.

PSCEU is made up of five product categories:

- **Communication Solutions**, including professional scanners, multifunctional printers, telephony systems and SIP terminal devices.
- **Computer Product Solutions** helps mobile workers improve productivity with its range of Toughbook rugged notebooks, Toughpad business tablets and electronic point of sales (EPOS) systems. As European market leaders, Panasonic Toughbook had a 70.1% revenue share of sales of rugged and durable notebooks and Panasonic Toughpad held a 57.1% revenue share of sales of rugged business tablets in 2014 (VDC Research, March 2015).
- **Professional Camera Solutions** offers excellence in image quality with its Broadcast & ProAV product range and solutions as well as Industrial Medical Vision (IMV) technology.
- **Security Solutions**, including video surveillance cameras and recorders, video intercom systems, access control, intruder alarms and fire alarm systems.
- **Visual System Solutions**, including projectors and professional displays. Panasonic offers the widest range of Visual products, and leads the European high brightness projector market with a 43.9% market revenue share. (Futuresource >5klm (Jan-March 2015) excl. D-Cinema)

About Panasonic

Panasonic Corporation is a worldwide leader in the development and engineering of electronic technologies and solutions for customers in residential, non-residential, mobility and personal applications. Since its founding in 1918, the company has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.72 trillion yen (55.5 billion Euros) for the year ending March 31, 2015. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers. For more information about Panasonic, please visit the company's website at <http://panasonic.net/>