

9TH FEBRUARY 2016

PANASONIC DEVELOPS DISPLAYS WITH “LIGHT ID” TRANSMISSION FUNCTION

Panasonic has showcased its Light ID technology at ISE 2016, which enables simple sharing of content for information, entertainment, guidance and advertising, using LED display technology.

Panasonic Light ID links smartphones with digital signage. It provides detailed information through blinking LEDs at a speed unrecognisable to the human eye. The system uses a dedicated mobile app to instantly share content between Light ID transmitters, such as displays and LED signboards, to smartphones.

Enrique Robledo, European Marketing Manager at Panasonic, said, “Demand for information display media both inside and outside shops continues to grow. Solutions, such as Light ID, that efficiently distribute advertising messages and other information are set to become crucial.”

This system enables the transmission of Light IDs from a display using high-speed backlight control technology. This can be achieved through a compatible set-top box (STB) linked to the display, or through inbuilt media players using a USB memory device.

“A single display can provide a variety of information to smartphones,” said Enrique Robledo. “We think that this has some very exciting applications in tourist areas for instance, where information to help visitors navigate an airport, train station or shopping arcade could be delivered in multiple languages.

“We expect a lot of interest from museums too, where detailed exhibit information and voice guidance could be provided using smartphones or tablets.”

Release of the new display and the provision of a Light ID platform service is scheduled this year.

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 Visual System Solutions, please visit <http://business.panasonic.co.uk/visual-system/>

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For further information, images etc please contact the Panasonic PSCEU UK PR Department:

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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/>