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Panasonic lasering in on live events at ISE 2017

Panasonic will launch a new 20,000 lumens projector at ISE 2017, a replacement for the PT-DZ21K, Europe's best selling high-brightness projector.

Set to be the new reference projector in the rental industry, it will make its debut in Amsterdam.

In addition, the company is set to demonstrate its live events capability, with a show combining laser projection technology, 3D mapping and performers interacting with moving projection courtesy of the newly launched PT-RZ31K, a 31,000 lumens laser projector developed for the live market.

Hartmut Kulesa, European Projector Marketing Manager at Panasonic, said, "Our annual showcase is fast becoming a tradition at ISE and this year we will create a live event display, which uses the latest AV techniques and is sure to stop people in their tracks.

"Our relentless innovation in laser technology means we now have a roster of projection products that perfectly position us for the live events market."

ISE 2017 will also see the launch of LinkRay, introduced as a concept at ISE 2016, the 1-2-1 marketing solution uses individual codes within LED light sources as a source of information. LinkRay will be embedded inside a new display line up and, in addition, visitors to the stand will have the option to download product information, direct to their smart phones, from light plates throughout the stand.

The Panasonic booth (Hall 1, Stand H20) will be split in to audiovisual solutions for the education, corporate, public displays and live event sectors.

To stay up to date with Panasonic at ISE 2017, please visit: <http://business.panasonic.co.uk/visual-system/join-us-at-ise-2017>

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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/>