

TUESDAY 7<sup>TH</sup> FEBRUARY 2017

## Panasonic launches 'affordable whiteboard' technology

**Panasonic will introduce two new touch-panel displays, which promise to make digital whiteboard communication affordable for business and education.**

Complementing the existing interactive display line up, the 75 inch 4K direct-LED panel (TH-75BQE1) and 65-inch Full HD direct-LED panel (TH-65BFE1) are compatible with Panasonic's Whiteboard Software when connected to a PC via USB and HDMI or VGA.

Facilitating up to 10-point touch, the 400 cd/m<sup>2</sup> interactive panels enable easy notation using a stylus pen, as well as loupe, spotlight, and a fade-out marker. The displays also include a simple USB memory viewer to decode media stored on USB devices.

"Our interactive display range is well-known for being easy-to-use, now we've made it more affordable to more organisations," said Enrique Robledo, European Marketing Manager for Panasonic. "Whiteboard mode allows two or more people to write at the same time, so that PowerPoint® files can be edited and resaved, while desktop mode mirrors the content as it appears on the PC screen. Both are perfect for collaborative learning and meetings."

TH-75BQE1 and TH-65BFE1 models will be available in spring 2017

Visit Panasonic in Hall 1, stand H20, ISE2017, Amsterdam RAI, February 7–10, or the event microsite on: [business.panasonic.eu/ISE2017](http://business.panasonic.eu/ISE2017). Or for more on Panasonic Visual Systems please visit: [business.panasonic.co.uk/visual-system](http://business.panasonic.co.uk/visual-system)

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**Specifications (Tentative)**

<b>BQE1/BFE1 Series</b>		
Model No.	<b>TH-75BQE1</b>	<b>TH-65BFE1</b>
Screen Size	75-inch	65-inch
LCD Panel	VA Panel / Direct-LED	
Brightness	400 cd/m <sup>2</sup>	
Resolution (H x V)	3840 x 2160	1920 x 1080

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/>