

TUESDAY 7TH FEBRUARY 2017

Panasonic launches laser successor to industry workhorse projector

Panasonic will introduce a new 20,000 lumens projector at ISE 2017, a laser light source companion to the PT-DZ21K, Europe's best selling high-brightness projector.

The PT-RZ21K is a 3-Chip DLP™ SOLID SHINE laser series aimed at the rental, events and large venue market. It is compatible with existing Panasonic lenses and comes in a similarly compact, lightweight body as the DZ21K, which became an industry essential since its launch in 2012.

The RZ21K generates up to 20,000 lm of brightness at WUXGA or SXGA+ resolution using dual solid-state laser drives. A durable dust-proof optical system means that the projector offers extended maintenance free operation beyond lamped rivals.

“The industry is ready to make the switch from lamp to laser,” said Hartmut Kulesa, European Marketing Manager at Panasonic. “Panasonic research identified that many projection projects are not being realised because of the high operating cost caused by replacement lamps and service requirements. We believe moving the industry's most popular high brightness projector to laser will grow the market for projection even further.

“We have ensured that the RZ21K is similarly lightweight compared to other projectors in this class, enabling easy handling. This expedites transport and installation for staging professionals at major events, and, because it's laser, rental companies will find the ability to maintain brightness levels much easier than with the lamp version.”

The PT-RZ21K series consists of the PT-RZ21K (WUXGA) and the RS21K (SXGA+) and is set for release in Autumn 2017.

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

<ENDS>

Specifications (Tentative)

Model	PT-RZ21K	PT-RS20K
Panel Type	0.96" DLP™ Chip x 3 WUXGA (1920 x 1200)	0.95" DLP™ Chip x 3 SXGA+ (1400 x 1050)
Resolution	1920 x 1200	1400 x 1050
Brightness	Up to 20,000 lm	
Light Source	Laser Diode	
Availability	Autumn 2017	

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

<p>Michael Pullan European PR Manager michael.pullan@eu.panasonic.com 01344 853 856 / 07554 226540</p>	<p>Ryan Curle European PR Assistant ryan.curle@eu.panasonic.com 01344 853 854</p>
---	--

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/>