

TUESDAY 7TH FEBRUARY 2017

Panasonic projection line-up lights up ISE 2017

Panasonic today (Tuesday 7th February 2017) announced the launch of a new 20,000 lumens laser projector, a companion to the PT-DZ21K, Europe's best selling high-brightness projector.

The launch of the PT-RZ21K, a 3-Chip DLP™ SOLID SHINE laser series aimed at the rental, events and large venue market, is one of several announcements made by the Japanese manufacturer at the show in Amsterdam.

In addition, Panasonic has revamped its projector range for education and corporate environments, with six new user-friendly, high-brightness and lightweight portable units. The 3LCD PT-VZ580 series comprises three wireless and three network capable models offering 5,000 lm of brightness at WUXGA resolution, 5,300 lm at WXGA, and 5,500 lm at XGA.

The Panasonic booth (Hall 1, Stand H20) is split in to audiovisual solutions for the education, corporate, public displays and live event sectors. It features a live event 'showstopper' that combines live show and moving, 30,000 lumen laser projection on to giant flying objects

Panasonic has partnered with four companies to bring this to life, Painting with Light created a show and content which is projected on to moving AirOrbs, helium filled spheres, provided by Airstage. d3 Technologies is providing the content playback, real-time mapping and complete integration of all the partnering technologies, while Blacktrax is providing the tracking system that allows accurate projection on to the moving objects.

The show also sees the official 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 way to deliver digital data. Visitors to the stand are able to receive product information direct to their smart phones, from light plates and displays screens throughout the stand.

For digital signage, Panasonic is previewing the SF2 series, a new range of Full HD E-LED display panels, available in four sizes and featuring wide-view IPS panel technology, with 450 cd/m² brightness. The series' E-LED backlighting is highly energy efficient, ensuring the displays are cost-effective enough to run around the clock.

Additionally, Panasonic has introduced two new 10-point 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.

Jan Markus Jahn, Director of Panasonic Visual Systems in Europe, said, "Panasonic's presence at ISE gets stronger year by year and this year we are particularly excited by our showcase for live events. The reduced operating and rental costs associated with laser technology means that live events incorporating projection become more practical. The launch of the RZ21K, a laser version of the industry's most popular high brightness projector, will only help grow this part of the market faster.

"In addition, our range of associated broadcast and audiovisual products positions us perfectly to play a growing role in this space."

To stay up to date with Panasonic at ISE 2017, please visit: <http://business.panasonic.eu/ISE2017>

<ENDS>

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/>