

7TH FEBRUARY 2017

Panasonic unveils E-LED display series

Panasonic has previewed the SF2 series, a new range of E-LED display panels engineered for digital signage, at ISE 2017.

The Full HD displays are available in four sizes and feature wide-view IPS panel technology, with 450 cd/m² brightness, making them ideal for digital signage applications. The series' E-LED backlighting is also highly energy efficient, ensuring the displays remain cost-effective to run around the clock.

Scheduled for release in July 2017, the range can be operated in a single or multi-screen environment, as well as in portrait or landscape orientation. The displays also feature a built-in USB Media Player.

There is also functionality for synchronised power on/off making managing a large-scale multi-screen installation practical.

“The displays are ruggedly engineered for continuous failure-free operation,” said Enrique Robledo, European Marketing Manager at Panasonic. “What’s more, the E-LED backlighting technology on these displays gives a level of colour and brightness that is really impressive, yet they remain incredibly energy efficient. They’re perfect for 24/7, high-profile operation.”

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/ Subject to change)

Model	TH-43SF2	TH-49SF2	TH-55SF2	TH-65SF2
Screen size	43-inch	49-inch	55-inch	65-inch
Panel/backlight	IPS / E-LED			
Panel brightness	450 cd/m ²			
Contrast	1,100:1			1,300:1
External dimensions (including handle)	W 965 x H 559 x D 46 mm	W 1,098 x H 634 x D 46 mm	W 1,234 x H 710 x D 46 mm	W 1,452 x H 832 x D 64 mm
Availability	Scheduled: July 2017			

For further information, images etc please contact the Panasonic Business 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, Panasonic Corporation has expanded globally and now operates over 474 subsidiaries and 94 associated companies worldwide, recording consolidated net sales of 7.553 trillion yen (56.794 billion Euros) for the year ending March 31, 2016. Committed to pursuing new value through innovation across divisional lines, the company uses its technology to create a better life and a better world for its customers.