

PANASONIC 8K ROI TECHNOLOGY REVEALED AT IBC 2018

Panasonic has showcased a new 8K ROI (Region of Interest) multi camera system at IBC 2018, changing the landscape of broadcast production by allowing up to four different HD images to be produced from a single 8K camera.

Available from the summer of 2019, the system improves operational efficiency, by allowing four separate crops from an 8K image canvas, reducing operating costs on a multitude of potential production applications.

Featuring automated picture correction technology, the camera system also ensures that any distorted images are corrected and cropped with a natural, cut out, Full HD image from within the main 8K image.

Multiple cameras can be integrated across the system, with a main operator controlled camera linked to further sub-cameras, which can also be pre-programmed prior to the event. As a result, a single operator can control multiple cameras each with several pre-set crops for versatile, yet cost effective multi-camera operation.

The system is able to reduce operational costs dramatically on many common events, making it well suited to sports broadcasting, staging and studio applications. In addition, it helps increase revenue within live events because less space is required to house cameras within venues.

Panasonic also introduced an 8K Media over IP (MoIP) processor. Based on IP broadcast standards (ST2110), the system supports scalability, remote operation, and resource sharing with the potential to expand across IP routing connectivity. The media processor is demonstrated both as a IP/SDI gateway and as a scalable switcher mainframe, that allows 2ME switcher operation along with more conventional switcher control panel operation too.

“By changing from multiple 4K or Full HD cameras to Panasonic’s newly launched 8K region of interest camera, production companies are able to significantly reduce costs without impacting on the immersive experience they are looking to create,” said Sivashankar Kuppusamy, Marketing Manager EMEA at Panasonic. “To date, 8K has been reserved for only niche usage. These developments bring it down to earth, to a level that can benefit the entire industry.”

For more information on Panasonic Broadcast & ProAV, please visit: <http://business.panasonic.eu/broadcast-and-proav>

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About Panasonic System Communications Company Europe (PSCEU)

Our quest is to make technology work invisibly together and free businesses to succeed. We believe technology should just work. That businesses will succeed if they can simply focus on their customers, in the knowledge that all the technologies delivering their capabilities work together. That is why we are dedicated to developing products and solutions that are so integrated with our customer's way of working, that they are almost invisible – the workhorse in the background that powers business success.

PSCEU is made up of six product categories:

- **Broadcast & ProAV** gives you the freedom to tell the story with its high quality products and solutions, which ensure smooth operation and excellent cost-performance across a range of remote cameras, switchers, studio cameras and ENG P2HD. The cinema camera range of VariCam models and the EVA1 are capable of true 4K and High Dynamic Range (HDR) making them the ideal solution for cinema, television, documentary and live event production.
- **Communication Solutions** offers world leading telephony systems, SIP terminal devices and professional 'network' scanners giving you the freedom to focus on the communication and not the connection.
- **Computer Product Solutions** help mobile workers improve productivity with its range of Toughbook rugged notebooks, business tablets, handhelds and electronic point of sales (EPOS) systems. As European market leaders, Panasonic had a 57% revenue share of sales of rugged and durable notebooks and tablets in 2017 (VDC Research, March 2018).
- **Industrial Medical Vision** manufactures applications for various segments such as medical, life science, ProAV or industrial. The product portfolio includes complete and OEM camera systems, providing the freedom to see what can't be seen.
- **Security Solutions**, built on a heritage of providing evidential quality CCTV footage. Delivering the highest image quality in all environmental conditions using our highly reliable, advanced technology cameras and image recording systems, giving you the freedom to feel secure.
- **Visual System Solutions** offers the widest range of professional displays and projectors and allows Audio Visual professionals the freedom to create. It leads the European high brightness projector market with a 39% market revenue share (Futuresource >5klm FY17 Q3, excl. 4K & digital cinema).

About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. Celebrating its 100th anniversary in 2018, the company has expanded globally and now operates 591 subsidiaries and 88 associated companies worldwide, recording consolidated net sales of Euro 61.4 billion for the year ended March 31, 2018. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>