

PANASONIC LAUNCHES HDR READY NEWS GATHERING CAMERA

Panasonic has used IBC 2018 in Amsterdam, to introduce a new ENG camera offering greater connectivity, operability and clarity.

The AJ-PX5100 is a B4 shoulder mounted P2HD camera-recorder which upgrades the company's successful PX5000 series. With its breadth of recording options and exceptional image quality the PX5100 is targeted at network news, documentary, high-end corporate and sports production, as well as the rental market.

Maintaining the same Full HD 2/3 type 3 MOS sensor in a lightweight 3.4kg body, the new camera also offers HDR(HLG) content and 1080/50p recording for the first time in a Panasonic ENG camera.

In addition, Panasonic has improved the connectivity of the new camera with RTMP low-latency communication as a standard. It means the camera can deliver smooth streams and transmit information between the camera and news room more quickly than before, speeding up news workflows. The AJ-PX5100 also features wireless and wired connectivity with Wi-Fi, USB and Gigabit Ethernet, as well as bonding with both the LiveU and TVU networks. The AJ-PX5100 also supports P2 Cast, Panasonic's cloud based news editing system.

The camera features a Quad HD LCD monitor for improved visibility and four times the number of pixels of standard definition monitors.

Stefan Hofmann, Sales Engineering Manager for the Professional Video Systems Business at Panasonic said, "Panasonic has a culture of kaizen engineering, which means relentless incremental improvement. For the AJ-PX5100, we have taken a very successful product and made it better, better usability, better images and better workflows."

For more information about Panasonic at IBC, visit: <https://business.panasonic.co.uk/professional-camera/ibc-2018>

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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>