

PANASONIC'S CINEMA CAMERA LINE UP JOINS NETFLIX PROGRAMME

Panasonic's full range of 4K cinematography cameras has been designated as a Post Technology Alliance product by Netflix, the world's leading internet entertainment service.

The Post Technology Alliance logo assures artists and facility operators that a product meets the Netflix delivery specifications today, and will continue to serve the evolving needs of the production and post-production communities in the future.

Post Technology Alliance logos have been given to Panasonic's VariCam 35, VariCam LT, VariCam Pure and EVA1. The cameras have been used on numerous Netflix originals series including Ozark, 13 Reasons Why, Orange is the New Black, Better Call Saul and Arrested Development.

The cameras meet Netflix's 4K UHD specification and high dynamic range to deliver the best possible images. The range offers a 35mm sensor for cinematic depth of field, while the EVA1 provides 5.7K resolution.

"At Netflix, empowering our creative partners is incredibly important, and the Post Technology Alliance will build a more seamless experience from production through post-production," said Chris Fetner, director of post partnerships & integrations at Netflix. "Products that bear the logo are committed to better interoperability and faster innovation cycles, which will allow artists to focus their energy on what matters most - the storytelling."

Sivashankar Kuppusamy, Marketing Manager Broadcast&ProAV EMEA at Panasonic said, "At Panasonic, we are committed to meeting the needs of the production industry, now and in the future. Not only do our cameras future proof cinematic work, but they improve efficiency - from better colour workflows to reduced file sizes and even filming in more difficult lighting situations thanks to our unique Dual Native ISO feature. We share Netflix's commitment to putting technology in the hands of creative people allowing them to concentrate on telling the story with ease."

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>