

PANASONIC PRESENTS ITS PATHWAY TO LIVE PRODUCTION AT IBC 2018

Panasonic Business has showcased its range of innovative products and technologies suited to broadcast, live events, and corporate users at IBC 2018.

Under the slogan of *'Live. Sports. Entertainment.'* the Japanese manufacturer demonstrated the latest line up of studio, ENG and remote camera systems alongside an expanded network of complementary 3rd party solutions, ranging from robotic and transmission to tracking systems.

Andre Meterian, Director Professional Video Systems Business Unit EMEA at Panasonic said, "At Panasonic we aim to provide continuous innovation in live broadcasting, improving workflows and reducing costs for our customers. By strengthening relationships with third party organisations, we have also presented solutions for those looking for out of the box integration for a variety of robotic systems. This innovation is impacting the whole industry, from studio, to live events and corporate."

In the remote camera range, Panasonic introduced the newest addition to its comprehensive, professional PTZ camera line-up - the AW-UE150. This new flagship model is the first in its class to feature 4K 50p and a wide viewing angle of 75.1 degrees horizontally along with 20x optical zoom and 32x intelligent zoom(in HD mode). It also comes with a large 1-type MOS sensor, 12G-SDI, HDMI, optical fibre, IP connectivity and a new crop feature allowing several Full HD shots to be taken simultaneously from a single 4K image. The camera was on display in Europe for the first time alongside a new touchscreen remote controller (AW-RP150). Offering a large LCD screen for monitoring and menu settings, the controller offers great usability and is single hand operable with a joystick in addition to traditional two hand operation that manages all control operations.

At the top of its switcher range, Panasonic introduced the AV-HS7300, a powerful and flexible switcher designed for both 4K and HD production needs. This provides up to 72 inputs and 42 outputs to support large scale programs. With its operability enhanced by ergonomically designed panels, the switcher balances ease of handling within a powerful system, while offering class leading, internal 4K processing.

Panasonic also announced a growing market share for its studio camera range, thanks to adoption by key European broadcasters and production companies such as France Televisions, Mediapro and Streamteam. Since re-launching its studio range in 2012, Panasonic has achieved a 17 per cent share of the total European market and 40 per cent of its targeted live and mid-range studio market. To maintain its momentum, Panasonic announced a selectable high speed (2x, 3x and 4x in HD mode) firmware update to its AK-UC4000. The studio camera, launched in March 2018, now has the capability for 4K output via the 12G-SDI outputs from the camera head and from the camera control unit. It operates in both HDR and SDR modes simultaneously, with the 4.4K sensor and 2/3 type B4 lens mount enabling true 4K resolution and high sensitivity images. In addition, the newly launched AK-MSU1200 master control unit provides a compact controller allowing users to match and operate all cameras from a single centralised point.

For the ENG sector, Panasonic unveiled a brand new P2 B4 Shoulder Camera, the AJ-PX5100. Featuring a 2/3 type 2.2M 3MOS sensor, high sensitivity and HDR (HLG) support, the AJ-PX5100 offers outstanding image quality. It's equipped with a choice of codecs including AVC-Intra200/100/50, AVC-LongG25/50, and offers dual codec recording with AVC-Proxy. For storage, the camera offers double P2 and micro P2 slots making it an efficient and reliable recorder. Multiple interfaces, streaming capabilities, P2 Cast work flow with a dedicated ROP app and integration with the AK-HRP200 controller ensures the camera meets the industry's need for high speed network workflows.

Panasonic also announced the latest from its growing number of third party integrations, an agreement with Quicklink to distribute its 'Studio-in-a-box' solution. The portable box solution comes with an in-built Panasonic remote camera and is targeted at the ENG sector. It provides instant provision of broadcasting resources from various locations, all fully remote controlled and managed by the central studio.

At its stand, Panasonic demonstrated its new cutting-edge 8K Region Of Interest (ROI) technology. It uses a single 8K camera to provide an image canvas from which up to four separate Full HD images can be taken simultaneously. The system greatly reduces operational costs and complexity within live events. It also increases revenue by converting camera spaces to additional seats and reducing the number of cameras needed on site.

Another technology on show is the MoIP (Media over IP), the next generation IP based operating system, that enables system integration based on IP broadcast standards (ST2110). The technology supports scalability, remote operation and resource sharing with standard IP protocols. Panasonic introduced a brand new IP media processor, demonstrated at IBC as both as an IP/SDI Gateway and as a scalable switcher mainframe, that allows 2ME switcher operation along with more conventional switcher control panel operation too.

Finally, Panasonic updated the industry on its large sensor cinema look for live entertainment production, so called 'CineLive' configuration. The EVA1 now features wired remote control using the CyanView RCP, while the 4K DTS transmission and control system for the Varicam LT was also on stand.

In addition, the Japanese manufacturer also announced that the EVA1 is now capable of shooting infrared colour images by unlocking the IR cut filter with a single touch, replacing it with a clear filter. The technique was showcased using a short film called '*palette*' a fantasy piece currently produced by Japanese cinematographer Yuji Nukui, who said, "I use the Panasonic AU-EVA1, because the menu allows the IR Cut filter to be turned on/off at the push of a button. It is the only camera on the market with this feature, and it helped reduce production costs as a consequence."

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

<ENDS>

Michael Pullan
European PR Manager
michael.pullan@eu.panasonic.com
01344 853 856 / 07554 226540

Emily Whitaker
European PR Assistant
emily.whitaker@eu.panasonic.com
01344 853 854

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>