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## Panasonic cameras used in NEP's first European 4K broadcasting vehicle

**Swiss football fans will be able to watch matches from the Raiffeisen Super League in Ultra High Definition (UHD), thanks to Panasonic's AK-UC3000 and the new broadcasting vehicle from NEP.**

NEP is producing two matches per round during the 2016/17 season in Switzerland's top league in ultra-high definition and NEP uses Panasonic's AK-UC3000 cameras for the high-resolution live broadcasts. Ten 4K cameras from Panasonic are at the heart of the new broadcasting vehicle from NEP which is completely geared to the production of high-resolution content in UHD. Ultra high definition has a resolution four times higher than that of its predecessor Full HD and is twenty times sharper than the SD system which is still commonly used.

NEP Switzerland provides technology and expertise so that its customers can produce the world's biggest live broadcasts and televised events. The live broadcasting of national and international sport and entertainment events places high demands on the broadcasting technology involved. With over three decades of experience, NEP makes each programme unique and, in keeping with this tradition, now offers spectacular football in the best UHD quality in Switzerland.

After various tests and in-depth consultation, NEP decided to fit its new 'Ultra HD-41' broadcasting vehicle with 4K AK-UC3000 cameras from Panasonic. "As the results show, the UC3000 offers unequalled performance and 4K picture quality. We were impressed not only by the quality but also by the camera's ease of use and handling," said Trond Hermansen, CTO at NEP Switzerland. "The UC3000 achieves an excellent balance between the various parameters for picture quality – for example high sensitivity and resolution, a good signal to noise ratio and a wide dynamic range. The camera's low power consumption and compact size are also worthy of note."

NEP Switzerland appreciated that the cameras for the broadcasting vehicle could be delivered

quickly. "Time was an important factor when building the broadcasting vehicle," said Hermansen. "When we were enlisted to produce the Swiss football league, we had less than six months to build and test the broadcasting vehicle before the first production in July of this year."

The AK-UC3000 is a compact studio camera with a sensor which produces a UHD signal (3840x2160) at up to 60p and is compatible with all B4 lens mounts. A wide range of innovative features such as turbo ("shockless") gain (-3 dB to 36 dB) and multi-level digital noise suppression make the camera even easier to use and more flexible. The UC3000 can be used in UHD and HD mode simultaneously. As a result, Panasonic is making it easier to switch from HD to 4K in exactly the same way as it did previously when switching from SD to HD.

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)**

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.