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Panasonic announces new expressP2 card drive at IBC 2016 with Thunderbolt™ 3

Panasonic at IBC 2016 today announces a new expressP2 card drive with Thunderbolt™ 3 - the AU-XP3.

With Thunderbolt™ 3 offering 40Gbps data transfer, Panasonic expects the AU-XP3 to achieve an amazing data transfer speed of up to 10 Gbps, providing a superfast workflow.

Thanks to the power of Thunderbolt™ 3, the full potential of the expressP2 B series card can reach amazing data transfer speeds. The drive itself is also set to come under €2000 list price.

Planned for release around the first quarter of 2017, AU-XP3 is made for supporting super-high-definition data transfer and editing, including next-generation 4K, for the broadcast workflows of the future.

Specifically designed to accommodate high-quality, high-frame-rate recording of 4K/120fps and HD/240fps, the B Series cards are a significant upgrade to meet the demands of super-high definition recording.

“There is a desire within the production industry to transition to 4K, but equally a reticence due to the data size, that can slow down the workflow,” said Guilhem Krier, Head of Product Marketing Europe & Business Development Europe for Broadcast&ProAV at Panasonic. “Our compression technology and the card reader means we are finding solutions to these challenges.”

“For the first time, one computer port connects to Thunderbolt™ devices, every display, and billions of USB devices”, said Jason Ziller, Director of Thunderbolt Marketing at Intel, “Products like the Panasonic AU-XP3 for expressP2 highlight how Thunderbolt™ 3 delivers the bandwidth and speed needs of the broadcast industry.”

For more information on Panasonic's range of Broadcast & ProAV products, 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.