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## Panasonic AVC Ultra-LongG sees complete end-to-end Avid workflow support

**Panasonic and Avid® have announced the industry's first complete end-to-end workflow support for the AVC Ultra-LongG video format, allowing producers and broadcasters to benefit from Panasonic's highly efficient compression system whilst continuing to use the same streamlined workflows they are used to.**

Many news organisations and broadcasters shoot in the AVC Ultra-LongG, as it provides high quality media with half the bit rate and storage, meaning broadcasters can achieve file transfers in half the time, and twice as many streams in the same network environment.

Using comprehensive Avid MediaCentral™ Platform support, production teams can now benefit from this modern, highly efficient compression system in the most efficient way using streamlined and highly integrated workflows.

The workflow includes full integration with solutions across the Avid MediaCentral Platform. Early July saw the release of the latest version of Panasonic's P2 Plugin 4.7, giving much improved performance when used in combination with Media Composer® 8.6. It allows native media and metadata access for P2, DVCPRO HD and AVC-Intra.

The newly launched version of Interplay®3.6 also gives the functionality of transcoding between AVC-LongG and a number of other formats. In addition, Avid's AirSpeed® 5500 video server also now features the Panasonic LSI Codec, ensuring full compatibility whilst minimising quality degradation.

Avid's unique splicing capability of AVC Ultra-LongG streams is an industry first and allows for changes to be made to existing sequences without requiring a full re-encode upon playout or consolidation.

“What this means for our broadcast customers is dedicated support for the industry formats that they use everyday,” said Alan Hoff, vice president, Market Solutions at Avid. “By integrating AVC Ultra-LongG into the Avid MediaCentral Platform we can also provide the most efficient, high performance news workflow available today.”

Kunihiko Miyagi, executive vice president of Cinema and Broadcasting, Imaging Network Business Division, Panasonic Corporation, said, “This seamless integration with the Avid MediaCentral Platform means customers can safely replace old camera inventory without risking interruption to well-established operational practices.”

For more information on Panasonic’s range of Broadcast & ProAV products, please visit:

<http://business.panasonic.eu/broadcast-and-proav>

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For further information, images etc please contact the Panasonic Business PR Department:

**Michael Pullan**  
European PR Manager  
[michael.pullan@eu.panasonic.com](mailto:michael.pullan@eu.panasonic.com)  
01344 853 856 / 07554 226540

**Ryan Curle**  
European PR Assistant  
[ryan.curle@eu.panasonic.com](mailto:ryan.curle@eu.panasonic.com)  
01344 853 854

### **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.