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## Panasonic and Codex to introduce new RAW VariCam system at IBC 2016

**Panasonic will introduce a new cinema ready version of the VariCam 35 at IBC 2016, featuring a jointly developed Codex recorder capable of uncompressed, 4K RAW acquisition.**

The VariCam Pure is the latest addition to the company's family of professional cinematography products. A 'co-production' between Panasonic and Codex, it couples the existing VariCam 35 camera head with a new CodexV-RAW 2.0 recorder, ideal for episodic television shows and features.

The V-RAW 2.0 recorder attaches directly to the back of the VariCam 35 camera head. As a result, the camera retains the same Super 35 sensor, 14+ stops of latitude and dual native ISO as the original VariCam 35.

"The new VariCam Pure camera system records pure, uncompressed RAW up to 120 fps on to the industry-standard Codex Capture Drive 2.0 media, which is already widely used by many camera systems, post facilities and studios," said Panasonic Technical Product Manager Luc Bara. "There is significant demand for uncompressed RAW recording in the high-end market. The modular concept of the VariCam has enabled us to meet this demand.

"We've also listened to feedback from cinematographers and camera operators and ensured that the VariCam Pure is rugged, compact and lightweight, weighing just five kilos."

Codex will provide the most efficient dailies and archiving workflow available through its Production Suite. In addition, the Codex Virtual File system means users can transfer many file formats including Panasonic VRAW, Apple ProRes and Avid DNxHR.

Using the Codex Capture Drive means a reliable workflow from digital capture to post production. Along with the original camera negative, frame-accurate metadata (such as lens and CDL data) can also be captured, streamlining production and post-production, and delivering time and cost savings.

The V-RAW 2.0 recorder for Varicam Pure is scheduled for release at the end of 2016 for under €30,000. The camera will be showcased at IBC 2016 on Stand C45, Hall 11.

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.