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## PANASONIC EXPANDS 4K CAMERA LINE UP

**Panasonic has announced an expansion to its professional 4K camera line up with the launch of two cost effective, high-power zoom, integrated lens camcorders.**

Successors to the company's AVCCAM series of professional AVC HD camcorders, the UX premium model (AG-UX180), is equipped with a 1-type MOS sensor, optical 20x zoom and UHD 60p recording capability, while the UX standard model (AG-UX90), features a 1-type MOS sensor, optical 15x zoom and UHD 30p recording.

Both feature a rugged design for heavy duty field use and are scheduled for release in November (AG-UX90) and December (AG-UX180).

"Panasonic is introducing the UX series to make 4K acquisition even more accessible to video professionals," said Guilhem Krier, Head of Product Marketing & Business Development Europe. "The industry demand for 4K video is increasing fast. The UX camcorders provide a 4K update to our very successful HD models, such as the AG-AC90, providing high-mobility and the same workflow users will be familiar with from our existing professional, integrated-lens handhelds."

The UX series will support recording up to 4K (4096x2160, 24p only), UHD (3840x2160) and FHD at up to 120p. The camcorders will use the SD memory card<sup>1</sup> as recording media. The UX premium model also supports dual codec recording (UHD<sup>2</sup>/FHD), IR recording in low light, and 3G SDI/HDMI2.0 output.

The UX camcorders' 1-type MOS sensor ensures sensitivity equivalent to that of conventional handheld cameras. Variable frame rate (VFR) recording functionality (2-60 fps) is planned in FHD mode.

The availability of the UX models brings Panasonic's line up of professional 4K cameras to five, including the flagship VariCam 35, VariCam LT and the AG-DVX200.

For more information about Panasonic Broadcast and ProAV products please visit:

<http://business.panasonic.co.uk/professional-camera/products-and-accessories/broadcast-and-proav>

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- 1) Video-shooting at 100Mbps or higher requires an SD card compatible with UHS speed class 3 (U3).
- 2) Excludes UHD 60p, 4K

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

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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, the company has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.72 trillion yen (55.5 billion Euros) for the year ending March 31, 2015. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers. For more information about Panasonic, please visit the company's website at <http://panasonic.net/>