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PANASONIC TO UNVEIL SOC POWERED DISPLAY SERIES AT ISE 2016

Panasonic is set to launch a new display series for commercial signage applications incorporating a System on a Chip, open source platform.

Available from April 2016, the simple, reliable, and expandable AF1 Series features an Android™ and HTML5-based OpenPort Platform™ and is equipped with a 1GHz quad-core processor, 1 GB of RAM, and 8 GB of internal storage. It substitutes expensive external 'Wintel' systems which also require cabling, additional mounts and installation.

The displays come with a 6.3mm bezel and are offered in 42", 49", and 55" panels. All are engineered for 24/7 operation in both landscape and portrait orientation. The 500 cd/m^2 IPS panel assures excellent off-axis visibility, while tilt installation, of up to 45 degrees forward or backward, is also supported.

Enrique Robledo, European Marketing Manager for Panasonic, said, "The AF1 Series is Google certified, which allows software companies to create specialised apps for digital signage and other applications. Verified apps can be installed remotely from the Panasonic app server or added locally using a USB or micro SD Cards. Software partners who are developing apps for the Panasonic Open Platform will be announced as their apps become available."

An inbuilt media player and Wi-Fi® capability also greatly reduce cabling complexity and eliminate the need for an external player device if simple play back of videos and photos is required.

The display's open API allows users to control the displays through third party software running on the open port platform.

"The OpenPort Platform™ gives professionals the power to customise and update content very easily while adapting to changing needs in the future. Combined with Panasonic's brilliant picture quality and proven reliability, the AF1 Series presents a cost-effective and self-contained solution for high-impact digital signage," added Enrique Robledo.

To see a demonstration, visit the Panasonic stand at Hall 1-H20 at ISE2016, Amsterdam RAI from February 9th to 12th 2016.

For more information about Panasonic Visual System Solutions, please visit:

http://business.panasonic.co.uk/visual-system/

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Note : "Android" is a trademark of Google, Inc.

Specification

Model	TH-55AF1	TH-49AF1	TH-42AF1
Size	55 inch	49 inch	42 inch
Panel/Backlight	IPS / LED		
Resolution	1920 x 1080		
Brightness	500 cd/m^2		
Contrast	1,300:1		
OpenPort Platform			
OS	Android 4.4.2		
CPU	Cortex-A9-Quad (1.0GHz)		
Memory	RAM 1GB/ROM 8GB		
Dimension	48.4″x27.5″x2.8″ (1229x699x72mm)	43.0″x24.5″x2.8″ (1093x623x72mm)	37.3″x21.3″x2.8″ (947x541x72mm)
Availability	Scheduled: April 2016		

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/