

9<sup>TH</sup> FEBRUARY 2016

## NEW PANASONIC WHITEBOARD DISPLAY DEBUTS AT ISE

**Panasonic has unveiled the latest edition of its award-winning multi-touch LCD display range, designed for use in education and business.**

The BF1 series is a PC-less whiteboard with an intuitive interface that allows users to start work instantly and make notes on any media format. Available in 80, 65, and 50-inch displays, it has 12-point touch control and a floating menu bar, which makes it easy to switch inputs, draw, and zoom in and out with a single touch.

Collaboration is enhanced thanks to Intel® Pro Widi technology, which allows users to transmit a variety of media formats to the screen instantly. On board Panasonic applications enable simultaneous display of video, stills, and documents from multiple devices in split-screen multi-mode.

Panasonic European Marketing Manager Enrique Robledo, said, “With colour blindness effecting up to 1 in 10 people in parts of the world, the inclusion of Colour Universal Design, a selectable display mode that makes colours clearly distinguishable for everyone, gives the BF1 series a genuine advantage in the classroom and workplace. This series is one of the only electronic whiteboard products to incorporate this feature.”

Set for release in July 2016, the BF1 series is equipped with an anti-glare screen for clear visibility in all conditions, and a number of wired connections, including DIGITAL LINK, which allows the delivery of media from PC, Blu-ray players and document cameras.

Visit the Panasonic stand at 1-H20 at ISE2016, Amsterdam RAI from 9th–12th February to see a demonstration or for more information on Panasonic’s range of Visual System Solutions, please visit <http://business.panasonic.co.uk/visual-system/>

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**BF1 Series Specifications (subject to change):**

	<b>TH-80BF1</b>	<b>TH-65BF1</b>	<b>TH-50BF1</b>
<b>Screen size</b>	80-inch	65-inch	50-inch
<b>Panel type</b>	LCD (LED backlight)		
<b>Aspect ratio</b>	16:9		
<b>Brightness</b>	350 cd/m2		
<b>Contrast Ratio</b>	5,000:1	4,000:1	5,000:1
<b>Dimensions (mm)</b>	W:1,868 H:1,093 D:104	W:1,517H:892 D:106	W:1,185 H:705 D:103
<b>Built-in speaker</b>	20W (10W + 10W)		
<b>Availability</b>	June, 2016	July, 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/>