

9<sup>TH</sup> FEBRUARY 2016

## PANASONIC LAUNCHES 28,000 LUMENS LASER PROJECTOR AIMED AT RENTAL MARKET

Panasonic has used ISE 2016 to launch the 28,000 lumens PT-RZ31K, the company's first 3-Chip DLP™ SOLID SHINE laser phosphor projector series, especially designed for large venue applications.

The projectors are available from autumn 2016 in both WUXGA and SXGA+, each outputting 28,000 centre lumens, and offer continuous maintenance-free operation, low total cost of ownership, small cabinet and stunning picture quality. A new liquid cooling system also contributes to reliability and quiet operation.

The range is compatible with existing Panasonic lenses for 3-Chip DLP™ projectors, allowing operators to share lenses between projectors in their inventories.

Hartmut Kulesa, European Projector Marketing Manager at Panasonic, said, "Panasonic has been particularly strong in producing high brightness projectors for large venues, projection mapping and outdoor events. By bringing a laser projector to this space we are giving our rental partners a winning alternative, with technology that is bright enough, small enough and reliable enough for their needs.

"We think the RZ31K can virtually eliminate the concept of hot-back up. This is sure to go down well with event production teams, as projections stacks will become smaller and less complicated than in the past, saving time and money.

"For fixed installations, it will fuel the trend for permanent 3D mapping installations. Many customers would like to create permanent mapping installations, but with the constant requirement to change lamps and maintain the projectors, budget is often a concern. The RZ31K combines the concept of no-maintenance and low operating costs, with the high brightness which is required in large venue installations."

The projectors boast a suite of image enhancement technologies designed to provide immersive picture quality, including a 120 Hz Real Motion Processor for fluid action sequences; 20:000:1 contrast; Detail Clarity Processor 5 for fine details; and System Daylight View 3 for enhanced colour and brightness in mapping applications.

The RZ31K series offers 360 degree installation, DIGITAL LINK single-cable transmission of video and control signals over long distances, a backup input setting, as well as edge blending, colour matching, brightness and colour control with geometric adjustment functions for blending multiple projectors.

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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**Specifications (Tentative)**

| Model                | PT-RZ31K  | PT-RS30K  |
|----------------------|---|---|
| Panel Type           | 0.96" DLP™ Chip<br>x3<br>WUXGA<br>(1920 x 1200) | 0.95" DLP™ Chip<br>x3<br>SXGA+<br>(1400 x 1050) |
| Resolution           | 1920 x 1200                                     | 1400 x 1050                                     |
| Brightness           | 27,000 lm ANSI / 28,000 centre lm               |   |
| Light Source         | Laser / Phosphor                                |   |
| DIGITAL LINK         | Yes   |   |
| Digital Input        | HDMI /DVI                                       |   |
| 3G/HD/SD-SDI         | Yes   |   |
| Geometric Adjustment | Yes   |   |
| Optional Upgrade Kit | Yes   |   |
| Availability         | Autumn 2015                                     |   |

*Note: Specifications are subject to change.*

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/>