

# PANASONIC REDEFINES EXPERIENTIAL PROJECTION IN ENTERTAINMENT WITH NEW 3-CHIP DLP™ LASER PROJECTOR RANGE

*The SOLID SHINE laser projectors create exhilarating 30,000 lm projections at up to 4K resolution from a super light and compact design, bringing higher brightness and on-site efficiency for the events industry*

**Wiesbaden, DE. 11<sup>th</sup> February 2020** – Panasonic has unveiled its new 3-Chip DLP™ laser projector line-up at ISE 2020. The SOLID SHINE laser projectors create exhilarating 30,000 lm<sup>1</sup> projections at up to 4K resolution from a super light and compact design, bringing higher brightness and on-site efficiency for the events industry. The PT-RQ35K (4K) and PT-RZ34K (WUXGA) pack high brightness and improved colour into a surprisingly compact and light body design and transform existing workflow procedures with faster and easier projector installation for live events in stadiums, theatres, and for projection mapping onto various surfaces.

“Audiences are increasingly demanding more immersive environments beyond the capabilities of traditional projection and as output, resolution, and the number of units required rises, so too has set-up complexity,” said Hartmut Kulesa, European Marketing Manager at Panasonic Business. “The RQ35K Series overcomes these difficulties with powerful projection and versatile functionality alongside easier transportation and set-up – all backed by our market-leading reliability.”

## **Versatile Functions Streamline set-up**

The RQ35K Series delivers 30,000 lm brightness and superb image quality from a body size just 60% of the current PT-RQ32K projector, significantly reducing logistical hassle. To further speed set-up, the RQ35K Series includes all of the streamlining features developed for Panasonic’s RQ50K flagship projector. Near Field Communication (NFC<sup>®</sup>) function enables easy network setup, such as IP address configuration, just by holding a mobile device with an application installed against the projector’s touchpoint. Information Monitor displays errors in real-time for faster response, while Remote Preview lets the operator check playback content on a PC via a network in situations where actual image projection is difficult, such as during the set-up preparation phase.

## **Immersive, Colour-Rich Images**

The RQ35K produces brilliant 30,000 lm images at 4K (3840 x 2400) resolution with Quad Pixel Drive, a Panasonic-original 2-Axis Pixel-Shifting technology that creates clear and detailed images without visible pixels. An all-new laser engine expands colour-gamut to 114 %<sup>2</sup> of Panasonic’s current RQ32K projector, pulling audiences into the artist’s world. With one red and two blue lasers emitting light at different wavelengths, vivid reds and truer blues come together for more immersive colour expression, creating a heightened sense of realism.

Alongside Quad Pixel Drive, the RQ35K supports high-speed tracking with original technology that accepts and outputs

<sup>1</sup> Measurement, measuring conditions and method of notation all comply with ISO/IEC 21118: 2012 international standards. Value is average of all products when shipped.

<sup>2</sup> Panasonic research

240 Hz frame-rate signals with limited latency. Combined with its compact body, both projectors redefine experiential projection in entertainment.

### Newly Refined Cooling System

To maintain stable operation in a projector of this size and brightness, original cooling technologies have been further improved. Dynamic Digital Control counters red-laser sensitivity to temperature by digitally regulating light output and operating parameters of a dedicated cooling system, resulting in highly consistent image quality. The exclusive finless radiator enhances cooling efficiency over previous implementations, assuring superb reliability even within the confines of a compact body. To make brightness loss imperceptible in the event of laser-diode failure, Failover Circuitry bypasses one diode series rather than the whole module. Backup input-switching function<sup>3</sup> continues projection via backup signal without screen-blanking if the primary video signal fails.

Equipped with premium optical parts such as hermetically sealed DMD block and shielded laser drive, the RQ35K Series secures 20,000-hour<sup>4</sup> maintenance-free operation thanks to its filterless design. With these groundbreaking innovations building on a proven foundation of SOLID SHINE Laser technologies, consistent reliability is secured for uninterrupted projection.

**The PT-RQ35K and PT-RZ34K (WUXGA) Series are available from November 2020. For more information, please visit Booth 1-H20, Hall 1, ISE2020, Amsterdam RAI, February 11–14, or visit**

**<https://business.panasonic.eu/ISE2020> or <https://business.panasonic.co.uk/visual-system/>**

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### About Panasonic System Communications Company Europe (PSCEU)

Our quest is to make technology work invisibly together and free businesses to succeed. We believe technology should just work. That businesses will succeed if they can simply focus on their customers, in the knowledge that all the technologies delivering their capabilities work together. That is why we are dedicated to developing products and solutions that are so integrated with our customer's way of working, that they are almost invisible – the workhorse in the background that powers business success.

### PSCEU is made up of six product categories:

- **Broadcast & ProAV** gives you the freedom to tell the story with its high quality products and solutions, which ensure smooth operation and excellent cost-performance across a range of remote cameras, switchers, studio cameras and ENG P2HD. The cinema camera range of VariCam models and the EVA1 are capable of true 4K and High Dynamic Range (HDR) making them the ideal solution for cinema, television, documentary and live event production.
- **Communication Solutions** offers world leading telephony systems, SIP terminal devices and professional 'network' scanners giving you the freedom to focus on the communication and not the connection.
- **Mobile Solutions Business Division** helps mobile workers improve productivity with its range of Toughbook rugged notebooks, business tablets, handhelds and electronic point of sales (EPOS) systems. As European market leaders,

<sup>3</sup> Combination of primary/backup input terminals is fixed. Backup Input Function enabled when input signal to primary/backup terminals is the same.

<sup>4</sup> Around this time, light output will have decreased by approximately 50%. IEC62087: 2008 Broadcast Contents, NORMAL Mode, Dynamic Contrast [ON], temperature 35 °C (95 °F), elevation 700 m (2,297 ft) with 0.15 mg/m<sup>3</sup> of airborne particulate matter. Estimated time until brightness decreases to 50% will vary depending on environment and usage conditions. Parts other than the light source may require replacement before 20,000 hours, and check-up is recommended around this time.

Panasonic had a 48% revenue share of sales of rugged and durable notebooks and tablets in 2018 (VDC Research, March 2019).

- **Industrial Medical Vision** manufactures applications for various segments such as medical, life science, ProAV or industrial. The product portfolio includes complete and OEM camera systems, providing the freedom to see what can't be seen.
- **Security Solutions**, built on a heritage of providing evidential quality CCTV footage. Delivering the highest image quality in all environmental conditions using our highly reliable, advanced technology cameras and image recording systems, giving you the freedom to feel secure.
- **Visual System Solutions** offers the widest range of professional displays and projectors and allows Audio Visual professionals the freedom to create. It leads the European high brightness projector market with a 32.8% market revenue share (Futuresource B2B laser projection>5klm CY2019, Q3 Western & Eastern Europe).

#### About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. The company, which celebrated its 100th anniversary in 2018, has expanded globally and now operates 582 subsidiaries and 87 associated companies worldwide, recording consolidated net sales of Euro 62.5 billion for the year ended March 31, 2019. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <https://www.panasonic.com/global>