

# ISE 2020 - PANASONIC SHOWCASES ITS IP/IT-CENTRIC PLATFORM TO SEAMLESSLY LINK PROJECTION, DISPLAY AND CAMERA SOLUTIONS

## *Groundbreaking immersive experiences and new technologies*

**Wiesbaden, DE. 16<sup>th</sup> December 2019** – Panasonic will be showcasing the future of glass-to-glass solutions for the AV world at ISE 2020. Using its latest missing link IP/IT centric platform, the company will demonstrate how it can simplify and provide the complete chain of content production from capturing and mixing to distribution and display. The convergence of AV and IP technology will be on show at Panasonic's eSports Arena, alongside a series of other show-stopping experiences. Panasonic will also be introducing a number of new technologies, including the new super compact and light 30,000 lumen laser projector.

### **The eSports Arena**

With eSports the fastest growing sector in the AV industry, Panasonic will create its own eSports arena where attendees will be invited to compete in real-time. The arena combines Panasonic's latest live entertainment and industry innovations, such as the IP/IT-centric platform, 8K ROI camera and the 4K switcher with powerful 4K laser projectors, such as the world's lightest, most compact 50,000 lumen 4K laser projector, and large format displays. Visitors can also get a glimpse of the upcoming new super compact 30,000 lumen projector.

### **The Digital Museum**

Using wall and floor projection, Panasonic will create a truly immersive and unforgettable experience in the form of an interactive real-time digital museum exhibition. The attraction will be created by combining Panasonic's laser projectors with the world's first zero offset Short Throw Lens with zoom and shift and 4K high-end displays.

### **Innovative Unified AV Solutions**

Step into Panasonic's Technology World to explore the full capabilities of its unified AV solutions. With a comprehensive range of projectors, lenses and professional displays, visitors will learn how Panasonic can help reduce total cost of ownership and encourage innovation to create captivating end-user experiences in any environment.

### **Active Learning**

In its cutting-edge classroom, Panasonic will demonstrate how its latest visual and ProAV technologies can enhance learning and remote interactions, freeing educators to build student-centred, active learning environments. Here aspiring students are able to work in small groups using interactive displays and then share the results on larger projection screens.

### **Business Collaboration**

In the interactive meeting rooms of the future, participants can take a seat for a hands-on experience of Panasonic's wide range of collaboration solutions. These range from wireless presentation systems and exclusive all-in-one display solutions, to cost effective ways to create, record and share content.

“Visitors attending the Panasonic experiences will see the breathtaking capabilities of our integrated AV solutions in a variety of different business, learning and entertainment environments and be inspired to see the possibilities in their own lives,” said Hartmut Kulesa, European Marketing Manager at Panasonic Business.

Panasonic can be found at Booth1-H20, Hall 1, at the RAI in Amsterdam, from February 11<sup>th</sup>-14<sup>th</sup> 2020.

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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, 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>