

## **Panasonic Introduces Innovative New Audio Visual Solutions at InfoComm 2017**

### **Panasonic Media Entertainment Company launches industry-first displays and projection technologies, like 3-Chip DLP™ Fisheye Lens and LinkRay™**

ORLANDO, Fla., June 14, 2017 /PRNewswire/ -- Panasonic, a leader in developing and delivering immersive entertainment and audio visual technologies, announces the launch of a wide range of visual systems and professional video technologies at InfoComm 2017 in Orlando, FL from June 14-16, 2017. Panasonic Media Entertainment Company offers audio visual solutions for industries including entertainment, integrated resorts, sports, and professional AV markets including retail, house of worship, education, broadcast, cinema and more.

"Panasonic is committed to providing solutions that help customers enhance their guest and visitor experience, with industry-leading performance, versatility and efficiency, regardless of the intended application," said John Baisley, Panasonic's Professional Imaging & Visual Systems Senior Vice President. "As the marketplace evolves with greater demands, Panasonic is well-positioned to meet its customers' needs today, tomorrow, and well into the future."

#### **Displays:**

##### **TH-75BQE1 Professional Touch Panel Display**

Making dynamic presentations on a digital whiteboard affordable for companies and schools, the new TH-75BQE1 75-inch 4K UHD Direct-LED display gains deep versatility when interfaced with free downloadable Panasonic Whiteboard Software via USB and HDMI/VGA cables. Software dovetails with touch-panel for effortless operation, and in Whiteboard Mode, allows users to write and draw on screen with a tool palette for line thickness and color adjustment. Included PowerPoint® Link Mode enables import, modification, and resaving of PowerPoint® files, while expanded presentation tools such as Loupe, Spotlight, and Fade-out Marker assure professional-level presentation. Video-capture and screen-capture functions are useful for recording presentations, and pages of work can be saved for later distribution. Facilitating up to 10-point touch, the panel enables natural notation with included stylus pen. Simple USB memory viewer decodes media on USB sticks; front-facing speaker deliver clear audibility in classrooms; and wide screen area in pixel-free 4K resolution presents viewers with bright, clear, and legible pictures. With its large size and detailed resolution the TH-75BQE1 is also perfect for interactive signage applications such as wayfinding.

##### **SF2 Series and SF2H Series Professional Displays**

The new Panasonic SF2 Series standard signage displays also inspired development of the SF2H Series, which comprise larger 70- and 80-inch panel sizes with higher brightness. All slim-bezel Full HD displays feature IPS panels for excellent off-axis visibility; efficient E-LED backlighting; image-enhancement processing; and a wider variety of picture modes. Designed for 24/7 use the SF2 Series ships in 43- to 65-inch sizes with 450 cd/m<sup>2</sup> brightness, while SF2H Series sets have 700 cd/m<sup>2</sup> and Panasonic's new LinkRay™. All are easily configured for single or multi-screen installation, and are self-contained with a built-in USB Media Player. In network environments, USB memory data is updatable via LAN, while playback scheduling can be remotely automated using free Content Manager Software. With an eye towards deployment in public and retail spaces, the sets can display a custom image on startup and when no input signal is detected. They also include a failover/failback that can automatically switch to a backup input if the primary signal is lost, and switch back when it is restored. To expedite multi-display installation, a cloning feature is available where menu settings and picture configuration data from a master display can be copied to slave units via USB memory or LAN. Further, sequential IP address data can be copied to multiple displays via USB memory. This saves installers time and expense. The SF2 series is planned for release in August 2017, and also SF2H Series is planned for release in December 2017.

#### **Projectors:**

**PT-RZ21K 3-Chip DLP™ SOLID SHINE Laser Projector Series** A game-changing addition to Panasonic's SOLID SHINE Laser projector lineup, the PT-RZ21K Series delivers 20,000 lumens and 20,000:1 contrast ratio in WUXGA (PT-RZ21KU) or SXGA+ (PT-RS20KU) resolution for exceptional picture quality. Incorporating the latest 3-Chip DLP™ technology and proprietary image processing engines assure class-leading color performance, white balance accuracy, motion handling and more. Equipped with an efficient cooling system and new filter-free design, stable and continuous operation during mission critical applications is made possible making the PT-RZ21K Series an ideal projection solution for rental, staging and large venue installations. Additionally, the PT-RZ21K Series' compact size makes it easy to handle while preparing for an event and together with powered lens shift and a wide range of optional lenses, they can be mounted in any configuration (360-degree) without picture distortion temporarily or in permanent applications. Single LAN cable DIGITAL LINK connectivity simplifies installation, reduces cabling and associated costs, and enhances reliability. Built-in Geometric Adjustment supports a wide range of mapping functions via dedicated Panasonic software solutions such as multi-screen set-up, simulation and projector management. With the optional ET-CUK10 Automatic Screen Adjustment upgrade kit, system multi-screen calibration via camera, complexity is greatly reduced during set-up. The PT-RZ21K Series will be available in November 2017.

##### **ET-D75LE70 3-Chip DLP™ Fisheye Lens**

Premiering at InfoComm 2017, the ET-D75LE70 lens enables WQXGA (4K<sup>\*</sup>) fisheye projection of high-resolution images from

Panasonic 3-Chip DLP™ projectors with a maximum "full-sky" 183-degree viewing angle supporting lens shift without pixel distortion. The lens opens exciting possibilities for permanent interior dome projection applications, in planetariums, museums, VR theaters, theme parks, as well as at special events. A major advantage of the lens is the ability to present high-resolution images using a single projector, rather than employing multiple projectors to achieve the same effect. Furthermore, the ET-D75LE70 improves performance in key areas compared to existing fisheye technologies, including support for vertical lens-shift to a maximum  $\pm 37\%$  (WQXGA) and support for Image Field Distortion correction, useful when projecting from a short throw distance. Initially offered for large-venue SOLID SHINE Laser 3-Chip DLP™ models, the ET-D75LE70 is expected to ship in January 2018.

*Note: All Panasonic 3-Chip DLP™ models supporting this lens are currently in production, and comprise PT-RQ32KU, PT-RZ31KU, PT-RS30KU, PT-RQ13KU, PT-RZ12KU, PT-RS11KU, PT-DZ21K2U, PT-DS20K2U, PT-DW17K2U, PT-DZ16K2U, PT-DZ13KU, PT-DS12KU, PT-DW11KU, and PT-DZ10KU.*

In addition, Panasonic professional video products are showcased in several innovative scenarios for remote and systems production:

#### **4K/HD PTZs with Improved Auto Tracking**

INFOCOMM marks the debut of Panasonic's Auto Tracking Server for its comprehensive line-up of remote production cameras, including the AW-UE70 4K PTZ, the AW-HE130 HD PTZ and the cost-effective AW-HE40 HD PTZ. The Auto Tracking Server consists of a dedicated hardware server kit running proprietary AW-SF200 Auto Tracking Server Software for the simultaneous control of up to four of these PTZ cameras, and new tracking algorithm enabling smooth, reliable and accurate tracking of objects without the need of a camera operator or bulky gear for a presenter.

#### **AV-HLC100 Live Production Center**

The AV-HLC100 Live Production Center combines a 1 ME switcher, remote camera controller and audio mixer functions for easy live streaming with one-person operation, ideal in situations with a limited number of operators such as university sports, webcasting, live streaming and live event video production. The device supports native NDI protocol (Network Digital Interface), built-in titling and graphics, and RTMP streaming. The AV-HLC100 Live Production Center, working directly with Panasonic PTZ and systems cameras, will be available (U.S. only) in the Fall.

#### **LiveCTRL iPad Control and Switching Application**

The LiveCTRL mobile application enables control, streaming and switching of select Panasonic pan/tilt/zoom and ENG cameras (up to four) from an iPad Pro device. A single camera stream can be sent via LiveCTRL to streaming platforms and social media outlets such as Facebook Live. The application enables smooth control, camera configuration, synchronized streaming and switching, and basic graphics overlays. LiveCTRL will be available in the iTunes store in the summertime; basic features will be free, with extended features requiring payment via the in-app purchase.

#### **360-Degree Live Camera System with Uncompressed 4K Output**

The 360-degree Live Camera System AW-360C10 and AW-360B10 (Camera Head / Base Unit), available in August, generates industry-standard 2:1 equirectangular format 360-degree seamless video by real-time live stitching the output of four cameras, giving the viewer the sense of immersion in a variety of scenes, such as live broadcasts of sports, concerts and other stadium events.

#### **AW-HR140 Integrated Outdoor IP65 PTZ Camera**

The AW-HR140 integrated outdoor IP64 pan/tilt/zoom FHD remote camera is designed for extreme and challenging outdoor environments featuring a built-in wiper and defroster combined with a thermally designed chassis. The camera is network enabled with multi-channel live streaming and control all over IP. Primary applications for this SDI-output camera are for outdoor live event and sports, arena/stadium capture, as well as broadcast coverage of weather, traffic and scenics. The AW-HR140 will be available this month, with a suggested list price of \$17,950.00.

#### **Everest™ Network Solutions**

Panasonic's recently announced Everest™ Network Solutions Access Points are designed from the ground up to scale the most challenging Wi-Fi environment: Ultra-High Density (UHD). Everest™ offers exceptional performance, whether the venue is an outdoor stadium with 100,000 clients, an indoor arena with next-generation customer engagement requirements, a convention center with thousands of guests requiring navigation to vendor booths, or crowded lecture halls with every student having multiple devices requiring simultaneous connections. The Everest™ platform offers the highest capacity, fastest throughput, and best coverage available in the Wi-Fi industry today. With design wins in several different markets, including Lincoln Financial Field, home of the Philadelphia Eagles, Everest™ is poised to be a major disruptive force in the Wi-Fi market.

**InfoComm 2017 takes place June 14–16, 2017, at the Orange County Convention Center, Orlando. For more information on Panasonic solutions for business, please visit the Panasonic booth #1301 or our website at <http://us.panasonic.com/business-solutions>**

Sales inquiries for Panasonic's Visual Systems technology solutions should be directed to [sales.psc@us.panasonic.com](mailto:sales.psc@us.panasonic.com) or 877-726-2767.

### **Follow Panasonic Pro AV Solutions**

Panasonic for Business' Pro AV Solutions can be followed on social media channels, including [Twitter](#), [YouTube](#), [LinkedIn](#) and [Panasonic for Business blog](#).

### **Panasonic Media Entertainment Company**

Panasonic Media Entertainment Company specializes in creating technology solutions for the entertainment, integrated resorts, sports, and professional AV markets including house of worship, education, broadcast and cinema. The company's customized systems and technologies incorporate high-performance projectors and professional displays; large screen LED video displays; broadcast, cinema and pro video equipment; professional audio systems, and energy-saving lighting equipment. A division of Panasonic Corporation of North America, Panasonic Media Entertainment Company is based in Newark, NJ, with offices in Denver, CO; Los Angeles, CA; Orlando, FL; and Coppell, TX.

### **About Panasonic Corporation of North America**

Newark, NJ-based Panasonic Corporation of North America is a leading technology partner and integrator to businesses, government agencies and consumers across the region. The company is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. Panasonic was featured in Fortune Magazine's 2016 ranking of 50 companies that are changing the world and doing well by doing good. Specifically cited were its smart and sustainable technologies, including its contributions to smart cities and the electric vehicle revolution. Learn more about Panasonic's ideas and innovations: <https://panasonicmovesus.com/blog>

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