

## **Panasonic Showcases New Video Technologies and Industry Solutions at InfoComm 2017**

### **Panasonic Media Entertainment Company highlights ongoing projects with solutions backed by industry-leading display and projection technology products**

ORLANDO, Fla., June 15, 2017 /PRNewswire/ -- Panasonic, a leader in developing and delivering immersive entertainment and audio visual technologies, showcases its expanding line of leading video technology products and solutions for customers ranging from higher education to theme parks at InfoComm 2017 in Orlando, Florida from June 14-16, 2017.

Panasonic Media Entertainment Company is exhibiting a full roster of high-performance video, display and projection products to serve all its industry customers. The company's mission is to provide innovative solutions to four major business areas: entertainment, integrated resorts, sports, and professional AV markets including house of worship, education, broadcast, and retail; and to develop technology solutions that can help customers enhance the guest and visitor experience at mass-audience venues.

In January at CES, Panasonic and Walt Disney Parks & Resorts announced that Panasonic Projection Imaging Systems would be the "Official Projection Technology" of Walt Disney World Resort in Lake Buena Vista, Fla. and Disneyland Resort in Anaheim, California. Panasonic projectors have been installed in the newly opened Na'viRiver Journey at Walt Disney World Resort's newest and most immersive land, Pandora – The World of Avatar, at Disney's Animal Kingdom Theme Park.

"Panasonic is pleased that its technology vision supports the creativity and innovation of the Disney theme parks in the U.S.," said Panasonic Corporation's Connected Solutions Company Vice President Masaki Arizono. "Expanding our business solutions to fit the theme park and entertainment space is very exciting for Panasonic. It is our mission to become a technology leader for customers in this industry, and at the same time, enhance the technologies in areas where we already have strong relationships."

Panasonic is also a proud strategic partner with MGM Resorts International, a co-collaborator in bringing the next generation of hospitality solutions to multiple parts of their business. The MGM alliance, started in August 2015, encompasses sustainability, security, IT, and visual experience solutions at a number of MGM integrated resorts.

In addition to new projector and display products, Panasonic will also highlight new technologies at the booth.

### **TECHNOLOGIES ON DISPLAY**

#### **Balloon Cam**

The balloon cam which combines a drone with the hovering capability of a large balloon for a unique video platform. With unique shooting angles the balloon cam can be used to enhance the fan experience at sporting and other stadium events.

#### **LinkRay™**

Panasonic's LinkRay is a proprietary visible light communication technology, which enables smartphones with a dedicated app to access information emitted in signals from LED transmitters. Information can be downloaded and displayed in the user's native language, augmenting visitor experiences in spaces such as theme parks, museums and galleries, as well as retail environments. The first U.S.-based museum installation can be seen at the Petersen Automotive Museum in Los Angeles, CA.

#### **High Speed Real-Time Tracking and Projection Mapping System**

The high speed Real-Time Tracking and Projection Mapping system will enable high resolution (1920 x 1080) images at 10,000 lumens ANSI brightness to be mapped onto fast-moving objects, such as performers on stage, with masking and trimming applied over video and fed to the projector in real time. The technology dovetails with high-brightness Panasonic's 3-Chip DLP™ SOLID SHINE laser projectors adapted to rental and staging applications.

### **NEW PROJECTORS AND DISPLAYS**

#### **Displays:**

- TH-75BQE1 Professional Touch Panel Display
- SF2 Series and SF2H Series Professional Displays

#### **Projectors:**

- PT-RZ21K 3-Chip DLP™ SOLID SHINE Laser Projector
- ET-D75LE70 3-Chip DLP™ Fisheye Lens

#### **Panasonic Broadcast, Cinema and Professional Video Systems products:**

- 4K/HD PTZs with Improved Auto Tracking
- AV-HLC100 Live Production Center

- LiveCTRL iPad Control and Switching Application
- 360-Degree Live Camera System with Uncompressed 4K Output
- AW-HR140 Integrated Outdoor IP65 PTZ Camera

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

### **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 Coppel, TX.

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

Newark, NJ-based Panasonic Corporation of North America is a leading technology partner and in-tegrator 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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