

BOLDER AND BRIGHTER FOR PANASONIC AT ISE 2019

Panasonic's presence at ISE 2019 will see it promise customers the *Freedom to Create*, with a range of reliable technologies that provide creative freedom to those involved in Visual and ProAV technologies allowing them to push the boundaries across live entertainment, public displays, education and collaboration.

Among a number of new technologies unveiled at the show will be the introduction of a 50,000 lumens laser projector, combining an industry leading brightness to size ratio and capable of powering bigger, brighter and bolder live events.

As European market leader in high brightness projectors for both rental and fixed installation, with a 36.02% market share (43.77% in laser)¹, Panasonic will be showcasing its full range from 3,000 lumens portable units to the ultra-high brightness 50,000 lumens model. Panasonic will also have a full 4K professional display range on show, from entry level to high-end, featuring a modern, slim bezel.

The company's annual 'showstopper', will use Panasonic's market leading technology which in the past has seen projection mapped sports cars, 4K robotic screens, magic shows and live projection mapped dance shows on the Panasonic stand (Hall 1 H20). This year a 3D mapping on a giant inflatable surface featuring Panasonic's new fish eye lens will combine in a projection showcase which will see visitors taken on an Visual journey across the world.

The company is set to present its interpretation of a new trend in Education called the scale-up classroom and reveal how it is helping education institutions put students back at the centre of learning. In addition to a fully IP integrated lecture capture solution, video capture and touch technologies will join forces to produce some of the most advanced collaborative environments yet.

Visitors will also be invited to take a stroll down a high-tech high street which combines the latest interactive technologies, such as stylish 4K multi-touch displays or transparent shop window projections, capable of creating captivating shopper and visitor experiences.

Hartmut Kulesa, European Marketing Manager at Panasonic, said, "ISE is going to be an exciting few days. We're showcasing our strength in verticals such as live entertainment, education and collaboration. For the rental market, the introduction of a 50K projector with the most compact dimensions on the market, is sure to make a mark and will take events to the next level. And we are excited by the prospect of our annual 'showstopper' which this year will enable visitors to travel beyond the booth transporting them to an engaging showcase of AV solutions from across the world."

Panasonic will be exhibiting in its usual position in Hall 1, Stand H20 at The RAI, Amsterdam from February 5th to 8th. For more information, please visit the Panasonic website: <https://www.iseurope.org/show-event/opening-address/>

<ENDS>

Notes to Editors

- 1) Futuresource Q2 FY18 so July to September - N°1 in market share in value for above 5000 lumens and N°1 in Laser projection

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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.
- **Computer Product Solutions** help 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 57% revenue share of sales of rugged and durable notebooks and held a 56% revenue share of sales of rugged business tablets in 2017 (VDC Research, 2018).
- **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 39% market revenue share (Futuresource >5klm FY17 Q3, excl. 4K & digital cinema).

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. Celebrating its 100th anniversary in 2018, the company has expanded globally and now operates 591 subsidiaries and 88 associated companies worldwide, recording consolidated net sales of Euro 61.4 billion for the year ended March 31, 2018. 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: <http://www.panasonic.com/global>