PANASONIC BOLSTERS 4K DISPLAY LINEUP WITH TEN NEW PANELS ANNOUNCED AT ISE 2019

Panasonic has bolstered its 4K display line up, with the expansion of the premium SQ1 series and the brand new entry range CQ1 series set to complete the company's line up of 4K digital signage solutions, which now meets the needs of the entire market.

The SQ1 series is set to be expanded with four smaller panels ranging from 43 to 65 inches (TH-655SQ1/TH-55SQ1/TH49SQ1/TH43SQ1) but packed with the same high quality features as the existing 98 and 86 inch panels in the range. With a slim and stylish design, the range is well suited to digital signage in retail stores, conference rooms, broadcast studios and control rooms.

Capable of 24/7 continuous operation, the series is equipped with 500 cd/m^2 brightness, In-Plane Switching technology (IPS) and anti-glare treatment to allow high levels of visibility from any viewing angle. The series is HDR compatible and features 12 axis colour management to ensure perfect colour reproduction.

The series allows simple set up with Panasonic's proprietary 4K DIGITAL LINK, based on the HDBaseT^{TM} standard, which connects video, audio and control signals to external devices with a single LAN cable. A built in 4K USB media player means there's no need for an external media player, while the displays can be integrated in a daisy chain video wall configuration.

"We are among the first to introduce the new Intel® SDM (Smart Display Module) slot to the SQ1 range," said Hartmut Kulessa, Marketing Manager at Panasonic. "SDM boards can house either an Intel® CPU or interfaces such as SDI, NDI or VoIP. This means it's possible to tailor the display and its connectivity to the application. When combined with the wide colour gamut of the ITU-R BT.2020 standard, HDR and active colour management these displays are unbeatable in terms of visibility and connectivity."

In addition, Panasonic has announced the release of the commercial grade CQ1 series, featuring six new models with a brightness of 400cd/m2, 4K resolution (3840 x 2160) and capable of supporting 4K/60p signals. Like the SQ1 series, the two larger 86 and 75-inch displays, feature In Plane Switching technology (TH-86CQ1/TH-75CQ1) while the smaller displays, available in 43, 50, 55 and 65-inch panels feature vertical alignment technology (TH-65CQ1/TH-55CQ1/TH-50CQ1/TH-43CQ1).

The CQ1 series is designed for 16 hours continuous daily operation and is fully equipped with basic terminals which support HDMI CEC, making the series ideal for use in meeting rooms and classrooms.

Hartmut Kulessa added, "The CQ1 series will meet the needs of the vast majority of organisations looking for 4K displays for information sharing and communication within classrooms and meeting rooms, but without the need for ultra-high brightness and round the clock operation."

The CQ1 and SQ1 range join Panasonic's existing professional entry range EQ1 series taking the whole 4K display lineup to 18 models.

Visit Panasonic at Booth 1-H20,Hall 1, ISE2019, Amsterdam RAI, February 5–8, or https://business.panasonic.co.uk/visual-system for more on the displays range and other Panasonic Visual Systems.

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Note to the editors

Model	TH-98SQ1	TH-86SQ1	TH-65SQ1	TH-55SQ1	TH-49SQ1	TH-43SQ1
Size	98-inch	86-inch	65-inch	55-inch	49-inch	43-inch
Panel	IPS					
Brightness	500 cd/m^2					
Availability	Available	Available	Nov. 2019	Dec. 2019	Jan.2019	Feb. 2019

Model	TH-86CQ1	TH-75CQ1	TH-65CQ1	TH-55CQ1	TH-50CQ1	TH-43CQ1
Size	86-inch	75-inch	65-inch	55-inch	50-inch	43-inch
Panel	IPS		VA			
Brightness	400cd/m²					
Availability	Nov. 2019	Nov. 2019	Dec. 2019	Oct. 2019	Nov. 2019	Jan.2020

Model	TH-86EQ1	TH-75EQ1	TH-65EQ1	TH-55EQ1	TH-50EQ1	TH-43EQ1
Size	86-inch	75-inch	65-inch	55-inch	50-inch	43-inch
Panel/ Backlight	IPS/E-LED		VA/D-LED			
Brightness	350 cd/m^2					
Availability	Available					

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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

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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

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