

## PANASONIC DELIVERS 'GAME CHANGING' ZERO OFFSET LENS RANGE

**Panasonic has announced details of three new zero offset lenses for its range of 1-Chip and 3-Chip DLP™ projectors, including a world's first UST lens to feature a powered optical zoom.**

The range comprises the ET-DLE020 ultra-short throw zoom lens, the industry's first featuring powered optical zoom, designed to fit all Panasonic 1-Chip DLP™ projectors. In addition, two lenses have been developed for Panasonic's high brightness 3-Chip DLP™ laser projectors. The ET-D3LEW200 short-throw zoom lens and ET-D3LEU100 ultra-short throw lens are suitable for 20,000 and 30,000-lumen, WUXGA and 4K+ projectors.

The lenses for 3-chip DLP projectors feature a novel L-shaped design which eliminates the issue of screen offset, solving problems associated with image projection from short distances in limited spaces, especially in venues with low ceilings. By virtue of the innovative design, the issue of the visual obstruction caused by some UST lenses that protrude from the projector, has also been eliminated. This also means the projectors can be stacked for redundancy or for multiplying the brightness on a single surface.

Hartmut Kulesa, European Marketing Manager for Panasonic, said, "This innovation enables installations where every inch of available screen surface is used, in places where it was previously impossible, such as store windows, museum corridors, inside theme-park attractions and in exhibition spaces. This is a game changer in terms of the scope of installations that our loyal customers will be able to achieve."

Set for release in September 2019, all three lenses have full range powered lens shift to enable greater adjustment flexibility, while the two models with powered zoom simplify image size and position adjustment after installation.

The ET-D3LEU100 ultra-short throw lens supports a 0.37:1 (4K+) throw ratio for large screen projection from very short distances, while the ET-D3LEW200 short-throw zoom lens features powered zoom with a 0.70–0.91:1 (4K+) throw ratio. Both eliminate offset without increasing projection distance. Powered  $\pm 59\%$  (Vertical) lens shift enables wide ranging adjustments after the projector has been installed. Panasonic's lens memory function further expedites calibration.

The ET-DLE020 ultra-short throw zoom lens supports a 0.28–0.30:1 (WUXGA) throw ratio and powered lens shift of +50 % to -16 % (V) and +23 % to -10 % (H) to enhance freedom of screen adjustment in all four directions.

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 Panasonic projection and professional displays solutions.

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Notes for editors

Lens type	Ultra-short-throw	Short-throw zoom	Ultra-short throw zoom
Model number	ET-D3LEU100	ET-D3LEW200	ET-DLE020
F value	2.5	2.5	2.0
Focal length	(f) 8.0 mm	(f) 13.8–18.1 mm	(f) 4.1–4.4 mm
Throw ratio	4K+ 0.37:1	4K+ 0.70–0.91:1	WUXGA 0.28–0.30:1
	WUXGA 0.40:1	WUXGA 0.65–0.85:1	WXGA 0.29–0.32
	SXGA+ 0.37:1	SXGA+ 0.71–0.92:1	XGA 0.29–0.31
Lens-shift	Vertical: $\pm 59\%$ <sup>*1</sup>	Vertical: $\pm 59\%$ <sup>*1</sup>	Vertical: $+50\% - -16\%$ <sup>*2</sup>
	TBD	TBD	Horizontal: $+23\% - -10\%$ <sup>*2</sup>
Zoom	No	Yes	Yes
Dimensions (W×H×D)	275×154×430 mm	250×193×496 mm	170×170×389 mm (T.B.D.)
Weight	Approx. 8.0 kg	Approx. 9.0 kg	T.B.D.
Compatible projectors	PT- RQ32K/RZ31K/RQ22K/RZ21K/RQ13K/RZ12K <sup>*3,4</sup>	PT-RQ32K/RZ31K <sup>*5</sup> RQ22K/RZ21K	All Panasonic 1-Chip DLP™ projectors <sup>*6</sup>

\*1: When the resolution is 4K+. The value depends on the resolution.

\*2: When the resolution is WUXGA. The value depends on the resolution.

\*3: Lens ID function is not supported.

\*4: For the PT-RQ32K/RZ31K/RQ13K/RZ12K, operation with ET-PLF10 Lens Fixed Attachment is recommended..

\*5: For the PT-RQ32K/RZ31K, operation with ET-PLF10 Lens Fixed Attachment is recommended.

\*6: Please use this product with the included lens fixed attachment.

Note that all specifications listed are preliminary and subject to change without notice.

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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>

