

PANASONIC HITS NEW HEIGHTS WITH 50,000 LUMENS 4K PROJECTOR

Panasonic has announced the launch of the world's first single body 50,000 lumens 3-Chip DLP™ SOLID SHINE laser projector with True 4K resolution, providing new potential for creating transcendent experiences across live events and themed entertainment.

The PT-RQ50K maintains Panasonic's trend of creating projectors which combine high brightness with relatively compact dimensions simplifying installation, especially important when working under time constraints at large events. Additionally, a single RQ50K offers the same potential as multiple lower brightness projectors, saving on installation and setup.

The RQ50K combines 50,000 lumens brightness with ultra-sharp native 4K resolution in an easy to handle all-in-one body. In addition, the deployment of separate red and blue SOLID SHINE laser-phosphor drives ensures an advanced level of colour reproduction, providing vibrant and immersive images to engage audiences.

"The increasing popularity of experience orientated projection in live events and the themed entertainment sector was a key consideration behind the development of the RQ50K," said Hartmut Kulesa, European Marketing Manager at Panasonic Business. "More than ever, diverse spaces are wrapped in projections creating memorable experiences for audiences. The outstanding brightness and image quality of the projector allows creatives in this entertainment space to push the boundaries in terms of the level of detail and immersive quality of their content."

Panasonic has extracted even higher performance from the cooling system technology featured on its flagship 30,000 lumens PT-RQ32K to achieve almost double the brightness within the similar compact body. Hermetically sealed optics and filterless design contribute to its 20,000 hours of maintenance-free projection, even within severe environments.

Reliability is further enhanced with a new 'dualised' concept within the projector. In addition to dual laser drives and backup video inputs, the RQ50K also features dual power supplies to ensure total reliability.

The PT-RQ50 is set for release in December 2019. For more information please visit Panasonic at Booth 1-H20, Hall 1, ISE2019, Amsterdam RAI, February 5–8, or learn more about Panasonic projection and professional displays solutions at <https://business.panasonic.co.uk/visual-system/>

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Specifications

Model	PT-RQ50K
Resolution	4K (4096 x 2160)
Brightness	50,000 lm
Light Source	Blue/Red Laser
Weight	Approx. 130 kg
Availability	December 2019

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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>