

PANASONIC PARTNERS WITH AV STUMPFL TO ENSURE COMPATIBILITY WITH NEW PIXERA MEDIA SERVER

Panasonic and AV Stumpfl® have announced a technical collaboration at ISE 2019, which will see full compatibility between the newly launched PIXERA media server and Panasonic's high brightness projector line up.

Panasonic engineers have worked alongside AV Stumpfl developers to ensure connectivity between Panasonic projectors and the new generation of servers, ensuring greater performance with regards to the quality of edge blending and black level adjustment, reducing the set up and configuration time for live projection.

PIXERA interfaces with the Panasonic CUK10 camera calibration system, in order to share the projection layout and configuration for even the most complex set ups. API programming is planned which will see the development of a fully automised self-calibrating system.

PIXERA is being utilised within the Panasonic showstopper at the show, a 3D mapping on a giant inflatable surface featuring Panasonic's new fish eye lens and taking visitors on a visual journey across the world.

"We always strive to provide ease of use to reduce the technical pressure associated with projection set up," said Hartmut Kulesa, European Marketing Manager for Panasonic. "PIXERA has certainly simplified the setup of our own showstopper at ISE 2019. It is likely to be a very important product for large scale projections, so it's vital our products integrate seamlessly with it."

AV Stumpfl GmbH CEO Tobias Stumpfl added, "Using PIXERA, entering the world of professional media playout solutions has never been easier. This general ease-of-use does not mean however that there is no depth to the software. The great flexibility with which users can manipulate content in a true 3D space is just one example which shows that PIXERA is a powerful tool which will inspire a great number of AV professionals at ISE."

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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>