

PANASONIC UNLEASHES COLOUR ENHANCING 4K LASER PROJECTOR FOR IMMERSIVE SPACES

Panasonic has used ISE 2019 to announce a brand new 1-Chip DLP™ 4K laser projector featuring 10,000 lumens brightness and enhanced colour technology, making it particularly suited to immersive environments.

The PT-RQ100 is equipped with pixel shifting technology which expands pixels diagonally to achieve an on-screen resolution of Ultra High Definition (3840 x 2400).

The projector features proprietary image-enhancement technologies and a rich colour harmoniser which expands colour reproduction for vivid and immersive images with greater accuracy than other 1-Chip DLP™ models. It makes the RQ100 well suited across industry sectors which rely on digital content for immersive experiences, such as theme parks and museums.

“With the rise of immersive technologies, visitors to theme parks and museums are starting to expect more from their experiences,” said Hartmut Kulesa, Marketing Manager at Panasonic. “These customers are increasingly utilising ultra-high definition media for projection mapping across 3D surfaces. By providing advanced colour technology allied to high brightness, we know that the PT-RQ100 can meet the demand for creating engaging experiences with captivating image quality.”

Improvements have also been made to Panasonic’s innovative cooling system, which supports hermetically sealed optics and a filterless design to achieve up to 20,000 hours of maintenance free operation.

Fitting the same compact housing as the PT-RZ970, Panasonic’s existing WUXGA 10,000 lumens SOLID SHINE projector, the RQ100 is compatible with any 4K-optimised AV system and supports SLOT NX, a feature shared with Panasonic 3-Chip DLP™ projectors. A variety of terminals on optional interface boards are also available.

PC-free geometric adjustment is also supported via remote control to simplify projection onto curved surfaces and three-dimensional objects.

Hartmut Kulesa added, “Panasonic aims to be an industry leader in 4K exhibition projection, expanding business opportunities for our customers and helping meet the exacting requirements of content creators, so they can run free with their creative ideas.”

For more information on the PT-RQ100, 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-RQ100
Resolution	4K (3840 x 2400)*
Brightness	10,000 lm
Light Source	Laser
Weight	23.6 kg
Availability	December 2019

*with 4K smooth pixel-Drive ON

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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>