IMMERSIVE EXPERIENCES

See the world in a whole new way

Panasonic
More magical entertainment.
More engaging customer experiences.
Life is all about the experience, whether you’re seeing a show, shopping or simply traveling from one place to the next. At Panasonic, we’re transforming how people experience life by integrating digital technology into the physical world.

Partnering with the world’s leading media, entertainment and sports organizations, we create live spectacles that captivate audiences – at iconic stadiums, world-class museums, theme parks and global events such as the Olympic Games. Plus, we bring that same world-class expertise to retail environments, universities, houses of worship and even airplanes.

7.8 million spectators will experience the Olympic Games Tokyo 2020 through Panasonic technology
People today expect to be wowed. Our technology immerses them in live action, deepening fan engagement. It enriches storytelling to create truly memorable moments for audiences. And it helps build interactions that grow loyalty to brands.

Often, these are experiences that have to be seen to be believed. Discover how we’re building the future of audience and consumer experiences right now through:

- An innovation lab that co-creates the entertainment of tomorrow
- Projection technologies that reimagine our world
- Inflight experiences personalized for each passenger
- Shopping that creates a more immersive, branded experience
- Classroom learning that’s more dynamic and interactive

Disruptive technology to enhance the experience

WORLD-CLASS ENTERTAINMENT
CONSUMER ENGAGEMENT
PROJECTION TECHNOLOGY
AUDIO VIDEO INNOVATION
A collaborative partner with best-in-class tools

There is no magic formula for captivating an audience. It takes an intelligent, customized approach to finding solutions and a willingness to look beyond what currently exists to what might. It also takes industry-leading immersive experience technologies, supported by extremely reliable back-end production systems.

Starring Panasonic Hollywood Lab

Next-generation entertainment solutions come from a synergy of technology and creativity. That’s why we started the Panasonic Hollywood Laboratory (PHL). A product and business development engine for top media companies, PHL co-creates solutions for the consumer of the future. These technologies can help build repeatable, end-to-end experiences that touch audiences and build brands.

Breathtaking projection and displays

How do you turn an event into an experience? For sports teams, theme parks, museums, houses of worship and other venues, the answer is Panasonic technology.

Offering up to 50,000 lumens, our high-performance projectors can create immersive worlds for audiences, turning fantasy into reality. And our network of professional display systems – including digital signage, video walls and some of the world’s largest 4K displays – can bring dazzling visual experiences to life.

Elevating higher learning

From athletic venues to campus-wide display networks, we’re enhancing the digital experience for students. Our projectors, displays and cameras breathe new life into education, resulting in more dynamic learning and collaboration. We’re also bringing more flexibility to learning with auto-tracking software to capture lectures.

Case study: Disney Parks

As the Official Projection Technology of the Walt Disney World® Resort and Disneyland® Resort, we’re helping push the boundaries of immersive entertainment in new attractions such as Mickey & Minnie’s Runaway Railway, Star Wars: Rise of the Resistance and Na’vi River Journey.

Redemption Church:
Transcendent displays

This mega-church attracted a younger generation using our camera systems and laser projectors.

Liberty Science Center:
Immersion in action

New Jersey’s massive museum wows patrons with attractions such as a free-floating 6-foot sphere.

GIVE YOUR AUDIENCE AN EXPERIENCE TO REMEMBER

145,000 attendees witnessed the laser projections at Denver Botanical Gardens’ Blossoms of Light™ event
Revolutionizing food shopping
Customers respond to the environment you create. With expertise in store design and merchandising, Panasonic’s Hussmann division can help tailor your in-store experience to showcase the healthier, fresher foods customers want. Hussmann is also streamlining online shopping and delivery. Its “clicks-meet-bricks” solution lets customers conveniently pick up food purchases in cold lockers at retail locations, minimizing “last mile” logistical hurdles.

At fast food restaurants, we’re also changing the game. Our eye-catching kiosks enable easy self service, an experience proven to increase average check size by up to 40%.

Showrooms that put on a show
With a network of vibrant, interactive displays, retailers can create a more engaging and cohesive atmosphere. Panasonic specializes in custom builds that make retail spaces come to life, including the interactive virtual reality experience at Comcast’s flagship Xfinity Studio.

Case study: Ford
Inside this digitally connected showroom experience, a massive halo-shaped display creates a great first impression, while an interactive video wall surrounds customers in product content, games and trending social media. Best of all, our content distribution platform enables Ford to instantly provide the same content to locations worldwide.

More quality time in the air
For airlines, we’re reimagining the passenger experience by turning inflight entertainment systems into personalized digital hubs. Passengers can take advantage of immersive theater, interactive content on demand, retail tailored to them and value-added services to fully engage in their journey. Seamless connectivity makes travel a non-stop pleasure while wellness services manage everything from noise levels to sleep patterns.

Personalizing the experience on two wheels
On the road, Panasonic innovation is helping motorcycle riders bond with their bikes. By enabling the H-D™ Connect Service on Harley-Davidson’s LiveWire™ electric motorcycle, we’re linking riders to an array of 24/7 vehicle data and services through their smartphones.
At Panasonic, we anticipate the future, innovate continuously and integrate disruptive technologies to create breakthrough solutions for our customers.

**Why Panasonic?**
- Deep expertise in audience and consumer experiences
- Preferred technology partner of many industry leaders
- Legendary product quality and reliability
- Integrated solutions focused on enhancing the customer experience
- Global reach with comprehensive service and support
- A leader in 10 disruptive technologies transforming business and industry

See how we can help tell your story through immersive experiences.