Panasonic

Making every experience memorable
Capture and create one-of-a-kind moments

With streaming content, social platforms and smartphones competing for their attention, people need new reasons to stay engaged. At Panasonic, we’re helping savvy sports, media and entertainment companies stay one step ahead.

Using state-of-the-art technology, we’re pushing the boundaries of storytelling and imagination, transforming live shows and elevating content production. That’s why the industry increasingly turns to us to develop collaborative solutions that enhance the audience experience.

4x more effective
Digital signage is far better at attracting attention than static signage
There is no magic formula for captivating an audience. It takes an intelligent, customized approach to finding solutions, constant reinvention and the willingness to look beyond what currently exists to what might. It also takes best-in-class tools and technologies to bring it all together. At Panasonic, we’ve created:

- Immersive projection technology to more fully engage viewers
- Advanced displays to create new visual experiences
- An integrated network of broadcast and production equipment
- A collaborative innovation lab for the solutions of tomorrow

See how we can help you connect with your audience by creating more memorable experiences.
Case study: Disney Parks
As the Official Projection Technology of Walt Disney World® Resort and Disneyland® Resort, we’ve helped push past technical barriers to build immersive experiences in attractions such as Mickey & Minnie’s Runaway Railway and Na’vi River Journey.

Disney is also utilizing our innovative technologies to create an incredible experience for guests at Star Wars: Galaxy’s Edge, with attractions Millennium Falcon: Smugglers Run and Star Wars: Rise of the Resistance.

Case study: Denver Botanical Gardens
For the gardens’ signature Blossoms of Light™ event, we developed a dynamic display of winter landscapes that helped attract over 145,000 attendees. A marvel of light and color, this engaging, educational exhibit utilized breakthrough laser projection technology to celebrate the season’s beauty.

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

Visual technologies to engage audiences
Because content consumption habits are constantly evolving, technology must also evolve to keep an audience’s attention. We’ve developed a class of industry-leading visual technologies – from projectors and video walls to 4K displays and digital signage – to meet evolving needs and deliver what creative teams envision in many different environments.

Breathtaking projection technology
With our high-performance solutions, it’s possible to create immersive worlds for your audience, making content come alive in dazzling spectacles of light. Offering up to 50,000 lumens, our technology enables a spectacular show anywhere.

Solutions
• Business and innovation lab
• Immersive projection technologies
• Video walls
• Advanced 4K video displays
• Digital signage
• Professional studio and cinema cameras
• Robotic cameras
• AI-driven live-motion tracking
• Comprehensive broadcasting equipment
• Network workflow systems and software

83% of decision makers see the ability to overlay digital information on physical spaces as important*

*Panasonic, Disruptive Technology Adoption Research, August 2018
PROFESSIONAL BROADCAST AND PRODUCTION SYSTEMS

The equipment you need to get your story out
Connecting with your audience requires the right tools to capture and manage content. From switchers to camera controllers, production monitors to network workflow software, our suite of broadcast technologies brings content to life, integrating seamlessly with your existing on-air and in-studio systems.

This allows producers to focus on what really matters – crafting compelling stories that mesmerize audiences.

Get the perfect shot every time
When it comes to capturing content, you don’t want to make compromises. Our versatile line of studio, cinema and robotic cameras offers unparalleled range, giving directors and storytellers the ability to create meaningful moments that move their audiences. Even in low light, you’ll get incredible resolution, sharpness and color.

Behind today’s top productions
Whether stabilized or handheld, our cameras help DPs capture exactly what they envision, in any location. From Netflix’s *Orange Is the New Black* and *Master of None*, to HBO’s *The Deuce*, industry professionals shoot with our cameras because they get incomparable results.

Making cameras smarter
We’ve integrated advanced analytics into our pan/tilt/zoom video cameras, enabling them to follow the action on their own. By embedding live auto-tracking and motion data analysis into the camera’s functionality, we’re opening up new possibilities for filming at college campuses, houses of worship, corporate events and other venues.

Case study: Redemption Church
To reach a younger generation, this mega-church completely upgraded its audio visual capabilities, creating an immersive yet intimate worship experience using our camera systems and laser projectors. In the first three months after the changes, more than three-quarters of all new members were identified as millennials or younger.

Olympic Games: Innovating on the world’s stage
For more than 30 years, we’ve served as a Worldwide TOP Partner for the Olympic Games. In 2020, we’ll once again captivate audiences with cutting-edge audio visual experiences from Tokyo.
At Panasonic, we anticipate the future, innovate continuously and integrate disruptive technologies to create breakthrough solutions for our customers.

Why Panasonic?
• Deep expertise in creating engaging content and immersive 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 move your sports, media or entertainment business forward.

na.panasonic.com/us/industries/sports-entertainment-media