

## Panasonic Technology Impresses at World Innovation Forum



Panasonic made its presence felt at the recent World Innovation Forum where the world's greatest thought leaders convened to explore and debate the heart of innovation today. As official Video Conference exhibitor of the event, which was held June 8-9 at New York City's Nokia Theatre, Panasonic staged ongoing demonstrations of its ground-breaking KX-VC500 HD Visual Communications System and held a press conference to introduce WIF's official bloggers to the innovation behind HDVC.

Panasonic System Networks Company of America President **Bill Taylor** kicked off the press conference by reminding the audience about Panasonic's storied history of innovation in television, audio/video and host of other telecommunications and business-to-business categories. "Panasonic's history of innovation played a key role in the development of the new HD videoconferencing system we're demonstrating here today, starting with our work in video cameras and our proprietary UniPhier image processing technology," he said, addressing an audience of about 25 bloggers and other press members.



With the words "seeing is believing," Bill turned the program over to PSNA Product Demonstrator Jamie Morgan who appeared on a vertically oriented 50-inch Full HD VIERA® plasma TV to greet the audience from Secaucus. East Coast Sales Manager **Charles Showell** then provided a brief overview of the system, highlighting its impressive 1080i resolution, 360° audio and the portable HD video camera that comes

with the system. “Walking over” to a second (horizontal) plasma TV, Jamie pointed to the back of a \$5 bill, revealing an extreme HD close-up of the state names printed along the upper tier of the Lincoln Memorial in minuscule type. A bill was passed around to members of the audience, who were able to see for themselves how the HD camera captured the tiny type that is barely visible to the naked eye.

The demonstration also included a close-up of a printed circuit board, which showed in great detail the symmetrical arrangement of components on the board—another testament to the flexibility and ultra-fine resolution of the VC500. Advantages of the HDVC for other applications such as education environments for distance learning and in the medical industry for surgical consults and diagnoses were also presented.



Following the press conference, Bill Taylor introduced author, entrepreneur and “agent of change,” Seth Godin, who was slated to speak about innovations in marketing.

In introducing Mr. Godin, Bill said: “The founder of Panasonic, Konosuke Matsushita, started off as an innovator of the electrical socket over 90 years ago. Since then, we’ve had more firsts in consumer electronics than I have time to mention here. Our latest innovation is here at the Forum, and once you’ve had a chance to see it, I think you’ll agree that it’s an entirely new way of doing business.”

Fully harnessing the World Innovation Forum's tagline “*Where Innovation Meets Business*,” Bill Taylor and the PSNA team met with multiple potential customers from blue-chip companies and organizations such as: Pfizer, Audi, and Harvard University.

Panasonic even provided blogger Boris Pluskowski with an HD video camera and set him loose at the show. Boris interviewed attendees in front of the Panasonic exhibit area, and then posted the videos to his *World Innovation Forum 2010 & Bloggers Hub*.