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**PANASONIC LAUNCHES NEW INTERACTIVE DISPLAYS TO INCREASE COLLABORATION IN THE CLASSROOM AND BOARDROOM**

*50-inch, 65-inch, 85-inch and 103-inch displays Feature an Electronic Pen System Enabling Users to Write, Annotate and Move Items Around the Screen with Pixel by Pixel Accuracy*

**Orlando, FL, June 12, 2013** – Panasonic, a provider of professional display and digital signage solutions, today announced the new family of Panasonic Interactive Displays. These plasma displays increase collaboration and foster idea sharing by combining whiteboard-style collaborative functions with Panasonic's renowned high definition displays to take group learning and teamwork to a new level in both classroom and business applications.

The Panasonic Interactive Displays include integrated pen-touch capabilities via an Electronic Pen System that detects and displays the input device's position from the light emitted by each of the Full HD (1920x1080) pixels. The system allows up to four pens to be used simultaneously for actions such as written annotation, drawing and moving items independently around the screen. What's more, the system has a remote pointer function that allows users to point, draw and annotate from up to 16 feet away (85/103PB1 is from up to 26 feet away). Only the pen is detected, so there are no false touches caused by contact with clothing or hands. Because the technology is based on fixed location pixels, the device requires no calibration, which decreases total installation time as well as follow up maintenance. In addition, the pen can be used as a mouse without extra software or driver.

In higher education, Panasonic Interactive Displays are ideal for universities looking to encourage collaboration in smaller classrooms or labs and for use by the athletic department for coaching and game analysis. In K-12 applications, Panasonic Interactive Displays encourage in-classroom, hands-on collaboration as well as artistic creativity. In business environments, the displays are the ideal presentation platform to support and encourage information sharing and collaboration as well as video conferencing with real-time document sharing and editing.

"Often the best ideas in both the classroom and the boardroom are created through collaboration and teamwork. We built the new line of Panasonic Interactive Displays and its Electronic Pen System to enable students and professionals to maximize their collaborative interactions to produce even better results," said Rudy Vitti, senior product manager, AV Business Unit Division, Panasonic System Communications Company of North America. "This new family of plasmas make collaboration easy with its Electronic Pen System and wireless capabilities – all built to enhance the learning experience and increase productivity."

Offered as the 50-inch TH-50PB2U, 65-inch TH-65PB2, 85-inch TH-85PB1 and 103-inch TH-103PB1, these professional plasma displays also feature wireless capabilities and a cable-free design. Data on a PC screen can be easily transmitted via a Panasonic Easy Wireless Stick<sup>\*</sup> (ET-UW100) without the need to switch cables for each presenter or changing any network settings. Additionally, Multiple Transmission Mode allows data from up to 16 PCs to be shown in different cells on a single screen, or data from one PC to be shown on up to eight displays.

The 50" and 65" Interactive Displays include a redesigned, easily rechargeable pen with a pressure sensor on the tip for a fountain pen-like feel, as well as a dedicated, one action eraser button. These models also feature increased screen brightness for improved use in rooms with high levels of ambient light. Finger touch capability can be incorporated with the use of an optional overlay accessory.

Panasonic Interactive Displays come from a proven line of reliable Professional Plasma Displays known for exceptional image quality, energy efficiency, crisp, smooth playback of images, deep, rich blacks, and a wide viewing angle. They also feature SLOT 2.0 Architecture, allowing for PC expandability to run even the most robust software while also providing the flexibility for servicing the PC without dismounting the display from the wall.

The 50-inch, 65-inch, 85-inch and 103-inch are available now from authorized Panasonic resellers at an estimated price of \$2,000, \$5,000, \$30,000 and \$49,995, respectively.

Sales inquiries for Panasonic's Annotate interactive plasma displays should be directed to [sales.psc@us.panasonic.com](mailto:sales.psc@us.panasonic.com) or 877-803-8492.

\*Panasonic wireless module (ET-WM200U), sold separately is required.

### **InfoComm2013**

Panasonic Interactive Displays will be on display at InfoComm 2013 in the Panasonic booth #1501 along with other recently announced displays from Panasonic including TH-47LFX6, a ruggedized and weatherproof outdoor display, the TH-55LFV50 LED Video Wall, LF60 and LFE6 LED displays for digital signage and LRU60 Hospitality-grade LED displays.

### **Warranty Information**

Panasonic Interactive Displays are a part of the Panasonic Concierge Service Program. The service provides a toll-free hotline and 24-hour priority scheduling of on-site service if the display is in need of service or repair. The displays come with a standard two-year warranty.

### **Follow Panasonic ProAV Solutions**

Panasonic for Business' ProAV Solutions can be followed on social media channels, including [Twitter](#), [YouTube](#), [Flickr](#) and [Panasonic for Business blog](#).

### **For More Information on Panasonic's Professional Display Solutions Go To:**

<http://www.panasonic.com/business/flat-panel-displays/index.asp>

### **About Panasonic Professional Displays**

Panasonic System Communications Company of North America markets a line of professional Full HD Plasma, LCD and LED displays that provide breathtaking imagery for the hospitality, healthcare, education, government and utility markets. Panasonic professional displays are designed from the ground up separately from Panasonic consumer models are engineered with specific high-performance features for professional installations. Professional models offer a unique appearance, durable design and outstanding picture quality, which is a key differentiator over some competitive models. Panasonic's advanced display technologies deliver vivid colors, exceptional contrast ratio, sharp and crystal clear fast motion video, interactivity, 3D capabilities and seamless, integrated solutions. Panasonic displays are easy to setup and install whether it's one unit or a multi-screen system, and are among the most reliable in the industry with 100,000 hours of service life.

### **Panasonic Solutions for Business**

Built on a celebrated engineering foundation, Panasonic architects business technology solutions that help build a better world. Customers in government, healthcare, production, hospitality, education and a wide variety of commercial enterprises, large and small, depend on integrated solutions from Panasonic to help them acquire, manage and interpret the information that drives innovation. The complete suite of Panasonic solutions addresses unified business communications, mobile computing, security and surveillance, retail point-of-sale, office productivity, high definition visual conferencing, visual communications (professional projectors, displays, digital signage) and HD and 3D video production. As a result of its commitment to R&D, manufacturing and quality control, Panasonic engineers reliable and long-lasting solutions as a partner for continuous improvement. Panasonic solutions for business are delivered by Panasonic System Communications Company of North America, which is a division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation.

All brand and company/product names are trademarks or registered trademarks of the respective companies. All specifications are subject to change without notice. Information on Panasonic solutions for business can be obtained by calling 877-803-8492 or at [www.panasonic.com](http://www.panasonic.com).

### **About Panasonic Corporation of North America**

Based in Secaucus, NJ, Panasonic Corporation of North America provides a broad line of digital and other electronics products and services for consumer, business and industrial use. The company is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation, and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. Panasonic was the only Consumer Electronics company to be listed in the top ten brands on the Interbrand Best Global Green Brands 2011 ranking (<http://www.interbrand.com/en/best-global-brands/Best-Global-Green-Brands/2011-Report/BestGlobalGreenBrandsTable-2011.aspx>). As part of its continuing efforts to reduce its carbon footprint, Panasonic Corporation of North America will relocate its operations to a new eco-efficient office tower adjacent

to a mass transit hub in Newark, NJ in 2013. Information about Panasonic Eco Ideas initiatives is available at <http://panasonic.net/eco/ecoideas>. Information about Panasonic and its products is available at [www.panasonic.com](http://www.panasonic.com). Additional company information for journalists is also available at [www.panasonic.com/pressroom](http://www.panasonic.com/pressroom).

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