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**PANASONIC EXPANDS LINE OF PROFESSIONAL LED DISPLAYS DIGITAL SIGNAGE**

*Combined, These New Series Offer Customers a Professional Display for both Basic and Robust Digital Signage Applications*

**Orlando, FL June 12, 2013** – Panasonic, a provider of professional display and digital signage solutions, today announced the expansion of its line of digital signage solutions with three new professional Full HD LED LCDs series for digital signage. The LF60 and LF6 Series are highly durable and reliable panels that can operate 24 hours, 365 days a year, making them ideal for multiple digital signage applications, including digital menu boards, way finding, departure/arrival information, general advertising and campus information distribution.

The Full HD LF60 Series displays, available as the 55-inch TH-55LF60U, 47-inch TH-47LF60U and 42-inch TH-42LF60U, feature 700 cd/m<sup>2</sup> brightness, making them easily visible even in spaces with high levels of ambient light. The Full HD LF6 Series displays, available as the 55-inch TH-55LF6U, 47-inch TH-47LF6U and 42-inch TH-42LF6U, feature 450 cd/m<sup>2</sup> of brightness. Both Series include a wide range of professional and versatile functions including DIGITAL LINK, which allows transmission of Full HD video, audio and control signals to be carried over a single CAT5e or higher specification Ethernet cable for up to 100 meters (328 feet). Panasonic's proprietary Digital Interface Box, the ET-YFB100G (\$1,999.00 MSRP) is currently available and can be paired with the LF60 and LF6 Series displays for DIGITAL LINK connection. The displays can also be used with major AV control manufacturers' control protocols such as Crestron's Digital Media 8G+, Extron's XTP Systems, AMX's Enova DVX and other manufacturers' HDBaseT™ variants without the need for an external receiver. This solution reduces cabling costs and complexity and simplifies installation and maintenance.

With a bezel measuring only 0.7 inches and a depth of 2.7 inches, these displays have a slim, stylish design making them an ideal device for high impact areas where customers want to make a statement. Both series employ IPS technology to deliver a wide-viewing angle, have built-in speakers and can be mounted horizontally or vertically.

Available as the 42-inch TH-42LFE6U and 50-inch TH-50LFE6U, the Full HD LFE6 Series of professional LED displays are ideal for those interested in a high quality display at a competitive price for basic digital signage applications. The LFE6 Series features 350 cd/m<sup>2</sup> of brightness and a very slim and stylish 0.4-inch bezel and depth of only 2.0 inches, enabling images on the display to stand out even more for greater, eye-catching visibility. This series includes standard-equipped input/output terminals (HDMI, DVI-D, PC-IN) and control terminals (RS232C, LAN) needed for digital signage use.

"The digital signage needs of customers always vary in size and complexity, from a national network of thousands of screens to two menu boards at your local diner," said Rudy Vitti, senior product manager, AV Business Unit Division, Panasonic System Communications Company of North America. "With the addition of the LF60, LF6 and LFE6 Series, we can offer a reliable, top-of-the-line LED display that meets the needs of each of our customers, no matter the size of their business. These new displays are just one part of a wide range of digital signage solutions designed to maximize our customers' ROI."

The LF60 and LF6 Series will be available in Fall 2013. The LFE6 Series will be available in Summer 2013.

**InfoComm 2013**

All three series will be on display at InfoComm 2013 in the Panasonic booth #1501. Other recently announced displays from Panasonic will also be on display at InfoComm, including the interactive and wireless plasma displays TH-85PB1, TH-65PB2 and TH-50PB2, TH-47LFX6, a ruggedized and weatherproof outdoor display, large TH-55LFX50 LED Video Wall and LRU60 Hospitality flat panels.

Sales inquiries for Panasonic's LF60, LF6 and LFE6 Series should be directed to [sales.psc@us.panasonic.com](mailto:sales.psc@us.panasonic.com) or 877-803-8492.

### **Warranty Information**

The LF60 and LFE6 Series 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 display comes 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.

### **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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