



## FOR IMMEDIATE RELEASE

### Media Contacts:

Devin Kingdon, Cohn & Wolfe for Panasonic

415-365-8528

[devin.kingdon@cohnwolfe.com](mailto:devin.kingdon@cohnwolfe.com)

[PanasonicB2B.PR@cohnwolfe.com](mailto:PanasonicB2B.PR@cohnwolfe.com)

## PANASONIC ANNOUNCES NEW RUGGEDIZED AND WEATHERPROOF PROFESSIONAL DIRECT SUNLIGHT CAPABLE OUTDOOR LCD DISPLAY FOR DIGITAL SIGNAGE

**Orlando, FL, June 12, 2013** – Panasonic, a provider of professional display and digital signage solutions, today announced the new professional LCD display LFX6 for outdoor digital signage applications. The 47-inch (46.9 diagonal) Panasonic TH-47LFX6U professional LCD display, with a full 1,000 cd/m<sup>2</sup> of brightness – for high visibility even in direct sunlight – and IP44-level dust and water resistance, is ideal for a number of outdoor uses including:

- Quick-serve restaurants as digital menu boards in drive-thru lanes
- Shopping malls as advertising panels and store guides
- College campuses for alerts and way finding
- Public transportation hubs as schedule, route guide and advertising panels

The LFX6 is distinguished by its ability to operate efficiently in harsh environmental conditions such as heat, humidity, extreme cold and high brightness. This display features a corrosion-resistant aluminum cabinet and tempered glass that allows for safe outdoor use. The display can be mounted horizontally or vertically for flexible installation, and includes a weatherproof seal around all power and signal cables, while preventing public tampering. Unlike most outdoor displays, which require separate bulky and expensive enclosures, the LFX6 requires none. Enclosures require both heating and cooling elements which make them less reliable and far less energy efficient.

Images and video on the LFX6 are crisp and clear even in brightly lit places, so information is accurately relayed even in direct sunlight. The display features an air-cooled system which suppresses temperature increases due to direct sunlight exposure and prevents blackouts. Plus, an IPS panel with a wide viewing angle displays clear and crisp images with accurate colors, even when viewing the screen from a left or right angle.

The display also benefits from low power consumption and a wide range of professional features including DIGITAL LINK technology, a single LAN cable<sup>1</sup> solution that enables users to transmit images, sounds and control signals to the display – up to 328 feet in distance. This allows indoor installation of media players or content source devices for easier serviceability and the elimination of additional protection requirements for these devices from the harsh outdoor elements. The DIGITAL LINK also allows for the remote monitoring and control of the display to assess temperature, filter clogs, fan locks, etc., and enabling a prompt response to any equipment malfunctions.

“The demand for digital signage solutions is growing as are the use case scenarios for the technology in a wider variety of applications, including outdoor environments,” said Rudy Vitti, senior product manager, AV Business Unit Division, Panasonic System Communications Company of North America. “However, current solutions are often cost-prohibitive and require separate enclosures in order to handle the sometimes harsh outdoor environments these displays face. With the LFX6, we can offer customers a rugged, reliable, effective and affordable outdoor display that calls for flexible installation and enables them to maximize their digital signage investment.”

The TH-47LFX6U is available now from authorized Panasonic resellers at an estimated price of \$8,248 and is part of Panasonic’s AV exhibition at InfoComm 2013 in booth #1501.

Sales inquiries for Panasonic’s LFX6 professional LCD display should be directed to [sales.psc@us.panasonic.com](mailto:sales.psc@us.panasonic.com) or 877-803-8492.

\*1. Use an STP cable of CAT5e or higher

### Warranty Information

The LFX6 Outdoor LCD Display is 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.

### **InfoComm 2013**

The TH-47LFX6 will be on display at InfoComm 2013 in Panasonic's 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-55LFV50 LED Video Wall and LRU60 Hospitality flat panels.

### **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).

###