



## FOR IMMEDIATE RELEASE

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### PANASONIC INTRODUCES INDUSTRY'S BRIGHTEST WUXGA SINGLE CHIP DLP™ PROJECTOR

*PT-DZ870 Series offers excellent image quality, simplified installation with DIGITAL LINK technology, low maintenance and varied use options*

**Secaucus, NJ, June 12, 2013** – Panasonic System Communications Company of North America, a provider of professional projector solutions, today expanded its line of DLP™ projectors with the announcement of its new, high brightness PT-DZ870 Series. The line includes the 8,500 lumens PT-DZ870U – the industry's brightest WUXGA 1-Chip DLP projector<sup>1</sup>. Also included are the 8,500 lumens, WXGA resolution PT-DW830U and the 10,000 lumens rated, XGA resolution PT-DX100U. The PT-DZ870 Series uses a new 420W dual-lamp system that enables a vivid image to be delivered from a compact body.

All models offer a contrast ratio of 10,000:1 and include Panasonic's proprietary and re-engineered Dynamic RGB Booster, which improves image color and brightness by optimizing lamp intensity of individual red, green and blue colors according to each scene. The PT-DZ870 Series is also 3D compatible and supports various 3D formats including frame packing, side by side, top and bottom, line by line and simultaneous.

The PT-DZ870 Series is DIGITAL LINK compatible which assures end users of a much simplified AV infrastructure with high definition video, audio, and control signals all carried over a single CAT5e or higher specification Ethernet cable for up to 100 meters (328ft.). This solution reduces cabling costs and complexity and simplifies installation and maintenance. Panasonic's proprietary Digital Interface Box, the ET-YFB100G (\$1,999.00 MSRP) is currently available and can be paired with the PT-DZ870 Series projectors for DIGITAL LINK connection, or the projectors can be used with major AV control manufacturers' protocols such as Crestron's Digital Media 8G+, Extron's XTP Systems, and AMX's Enova DVX and other manufacturers' HDBaseT™ variants without the need for an external receiver.

Paired with a new ultra short-throw lens - the ET-DLE030 - the PT-DZ870 Series makes an ideal projection solution in situations where space is limited, including museums, auditoriums, exhibitions and digital signage installations. With a short throw ratio of 0.38:1(WUXGA), the device will be able to project a 100" to 350" diagonal image from a mere 2.7ft (0.82m) and 9.4ft (2.85m) from the screen respectively. The ET-DLE030 lens, part of a wide range of optional lenses offered by Panasonic, is compatible with all current lens replaceable 1-chip DLP Panasonic projectors and will be available in August for a MSRP of \$5,999.00.

### Low Maintenance Operation

With an up to 4,000 hour lamp life in eco mode, an improvement from previous Panasonic 1-chip DLP projectors, a shielded optical system that blocks dust, highly efficient cooling, and a dual lamp system, PT-DZ870 Series delivers a low maintenance, interruption-free, high quality image experience. The models also include a Lamp Relay mode that alternates operation of each lamp to enable 24/7 use of the projector.

### Creative Projection Solutions

The built-in Geometric Adjustment function expands creative projection possibilities by facilitating projection onto spherical, cylindrical and other specially shaped 'screens'. Optional software, Geometry Manager Pro Version 1.1, is available for wider ranging adjustments and masking functions. Additionally, the PT-DZ870 Series will be portrait mode compatible with an optional lamp that enables the projector to be rotated vertically for upright images.

## PT-DZ870 Series Specifications<sup>2</sup>:

	PT-DZ870UK	PT-DW830UK	PT-DX100UK
Resolution	WUXGA (1,920 x 1,200)	WXGA (1,280 x 800)	XGA (1,024 x 768)
Brightness	8,500 lm	8,500 lm	10,000 lm
Contrast Ratio	10,000:1 (Dynamic Iris: ON)		
Geometric Adjustment	Yes	No	
Portrait Projection	Yes (with required optional portrait projection lamps)		
3D Projection	Yes		
DIGITAL LINK	Yes		
Availability	June 2013		
MSRP	\$26,999.00	\$14,399.00	\$14,999.00

### InfoComm 2013

The PT-DZ870 Series will be on display at InfoComm 2013 in Panasonic's booth (#1501) where demonstration of the projectors with the new ET-DLE030 ultra short-throw lens for Panasonic 1-chip DLP projectors will take place. Other recently announced projectors from Panasonic will also be on display during InfoComm, including the PT-DZ13KU, which enables projection mapping for signage, the PT-RZ475U lamp-free projector, PT-CW331RU short-throw projector and other DIGITAL LINK equipped projectors such as the PT-VW431DU.

The PT-DZ870 Series projectors are available through authorized Panasonic resellers. All PT-DZ870 Series projectors come with a 3-year limited warranty. For more information on Panasonic's professional projector solutions please visit <http://panasonic.com/business/projectors/> or email [pjsolutions@us.panasonic.com](mailto:pjsolutions@us.panasonic.com). Sales inquiries for all Panasonic professional projector solutions should be directed to [sales.psc@us.panasonic.com](mailto:sales.psc@us.panasonic.com) or 877-803-8492.

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### 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.

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### 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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1: As of January 2013

2: Specifications are subject to change