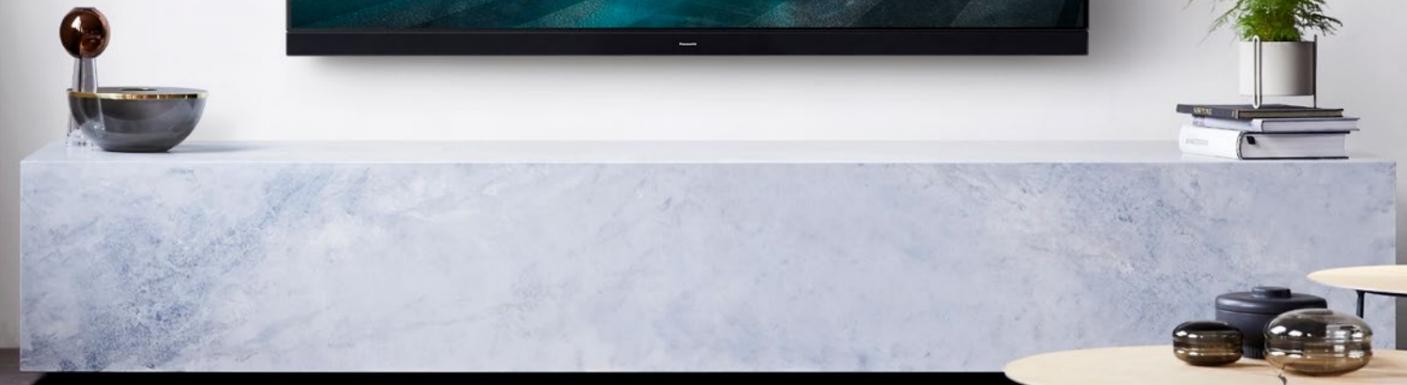


**Panasonic**

2020 TV CATALOGUE

HOLLYWOOD TO YOUR HOME

**Panasonic**



A Better Life, A Better World

# HOLLYWOOD TO YOUR HOME

## PICTURE & SOUND QUALITY

OLED	04-05
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# HOLLYWOOD TO YOUR HOME

Together with seasoned Hollywood professionals who dedicate their lives to cinematic art, Panasonic believes that movies have the power to move us. While filmmakers spare nothing to bring you an awesome experience, Panasonic too—drawing on advanced technology and deep knowledge— has developed televisions which can flawlessly bring stories to life. Panasonic delivers a truly inspiring, Hollywood cinema experience to your home.

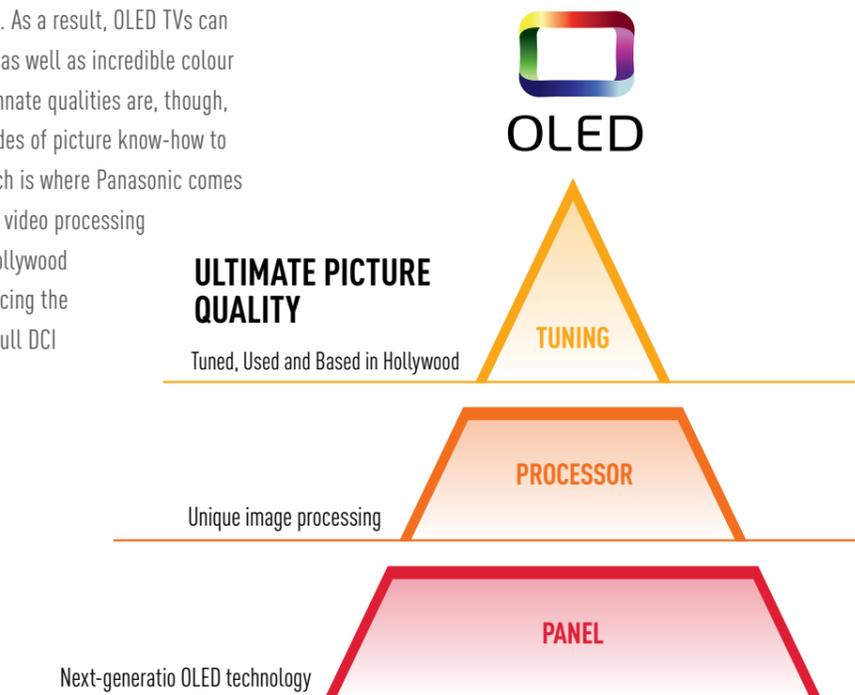




# MAXIMISED VIEWING PERFECTION

By combining the stunning contrast and colour of OLED technology with professional-grade processing, Panasonic delivers its most accurate and detailed picture ever.

At the heart of the Panasonic drive to recreate at home exactly what film or TV show creators were seeing in the mastering room lies OLED screen technology. With OLED screens, every single pixel can create its own light and colour, independently of its neighbours. As a result, OLED TVs can deliver peerless light control and contrast, as well as incredible colour and detail precision. Great though OLED's innate qualities are, though, it still takes powerful processing and decades of picture know-how to unlock the technology's full potential. Which is where Panasonic comes in. For instance, the latest 'HCX' Panasonic video processing engine uses even more direct input from Hollywood creatives to get closer than ever to reproducing the filmmaker's vision by covering almost the full DCI (Digital Cinema Initiative) colour space.



## PANASONIC OLED ADVANTAGES



### SELF-LUMINOUS PIXEL

OLED is a self-illuminating panel technology which individually illuminates each pixel. As it needs no backlight like LCD TVs, when the signal level is reduced to zero, black parts of the screen are real pitch black.



### ABSOLUTE BLACK

Panasonic supplements the panel's benchmarks with the "Absolute Black Filter", which renders color gradations from completely black to slightly lighter than black. Thanks to many years of experience in the field of plasma technology, even the darkest image content can be displayed with unprecedented precision.



### ADVANCED COLOR SPACE

Thanks to self-illuminating pixels, OLED technology enables almost perfect contrast and very clean, natural colors. The coordination of Panasonic engineers with the specialists from Hollywood and the new HCX Pro Intelligent Processor ensure an optimal display.



### CRISP MOTION

Due to the pixel-precise control, OLED TVs have a significantly faster response time than conventional TVs. As a result, the motion display is impressive even in fast sports scenes. OLED TVs are also the first choice for gaming with their fast response times.



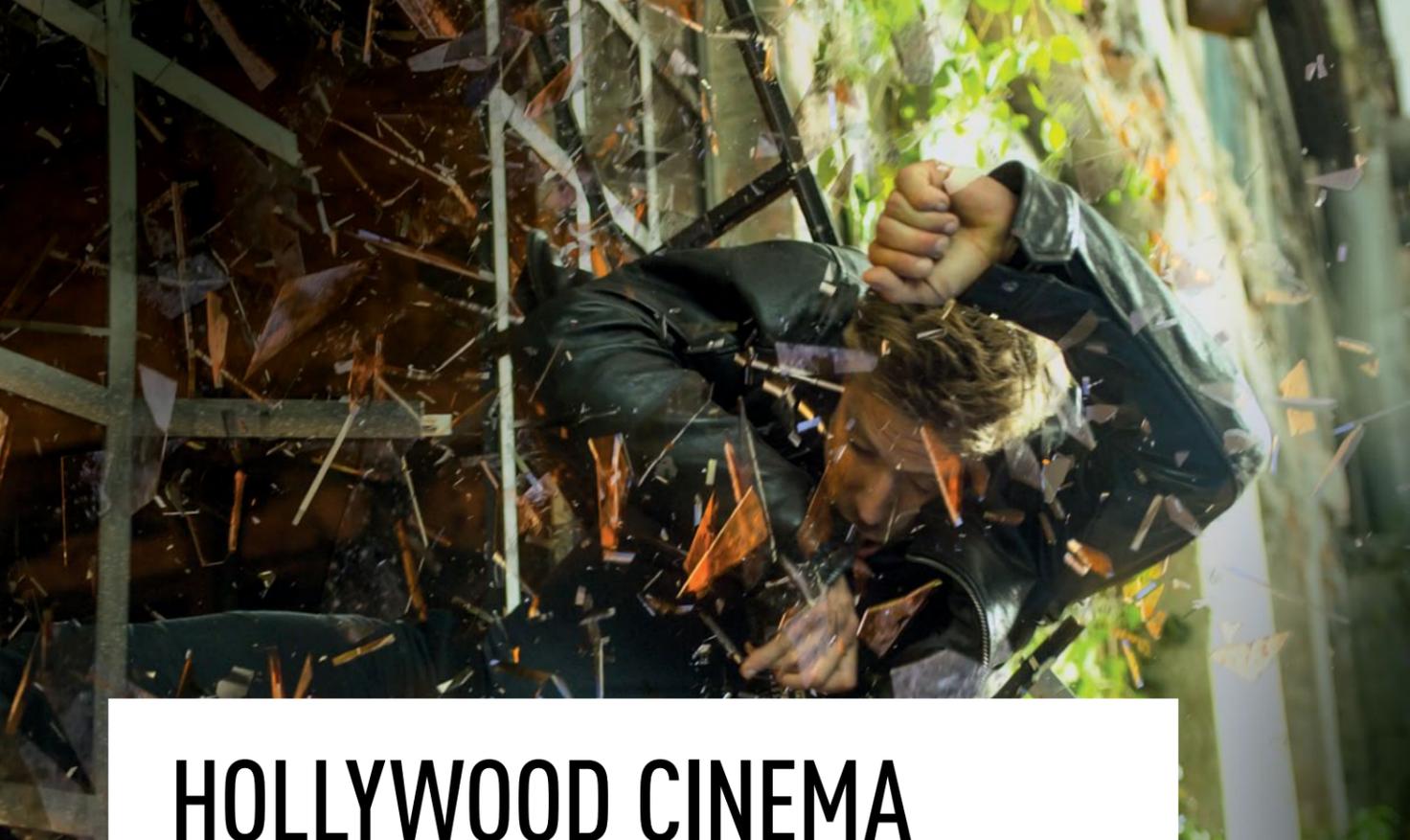
### WIDE VIEWING ANGLE

Since every pixel illuminates itself with OLED displays, uniform illumination of the screen is guaranteed, so that the viewing angle is significantly better than with conventional TV sets.



### THIN AND LIGHT WEIGHT

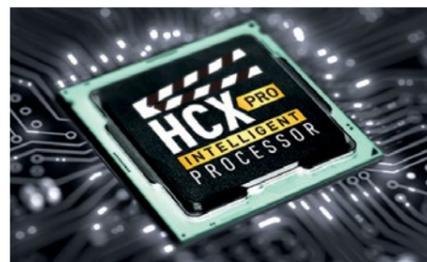
OLED TVs can be made even thinner and lighter. In contrast to LCD televisions, they do not need any additional illuminants behind the pixels, which saves space.



# HOLLYWOOD CINEMA EXPERIENCE

Working together with Hollywood colourists, Panasonic's passion for films combined with advanced technology has produced the HCX PRO Intelligent Processor. This startlingly powerful chip produces unrivalled cinematic quality for home viewing.

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HCX (Hollywood Cinema Experience) PROCESSOR COMPARISON		HCX PRO INTELLIGENT PROCESSOR	HCX PRO PROCESSOR
		OLED	LCD
<b>CONTRAST</b>	FilmMaker Mode	•	
	Dolby Vision IQ	•	
	HDR Brightness Enhancer	•	•
	Dolby Vision™/HDR10+	•	•
	Intelligent HDR Remaster	•	•
	Dynamic HDR Effect	•	•
<b>CRALITY</b>	Area Range Remaster	•	•
	Intelligent Clear Motion	•	•
	Intelligent HDR Remaster	•	•
<b>COLOUR</b>	4K Fine Remaster	•	•
	Netflix Calibrated Mode	•	
	Dynamic 3D-LUT	•	•
	3D-LUT	•	•

## THE CHOICE OF HOLLYWOOD PROFESSIONALS

Since 2017, Panasonic has been working closely with Stefan Sonnenfeld, founder and CEO of Company 3, to ensure that the technical accuracy of their award-winning OLED TVs matches the filmmaker's creative intent. Sonnenfeld is among a handful of leading artists who has championed the power of colour grading to tell stories and communicate emotion. Described by NPR as the "da Vinci of the

movies," Sonnenfeld has applied his skills as a colourist to many of the most acclaimed and popular features of the past decade: A Star is Born, Wonder Woman, Man of Steel, Beauty and the Beast, Star Wars: The Force Awakens, Jurassic World, 300 and many more. Like many other leading colourists, he uses Panasonic OLED screens as large-format client reference monitors in his daily workflow.



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### DOLBY VISION IQ

Dolby Vision IQ literally adds a new dimension to viewing HDR thanks to the TV's advanced ambient light sensor. Whether your living room is completely dark or brightly lit, the HDR picture is dynamically perfected for the best colour and contrast.



### FILMMAKER MODE WITH INTELLIGENT SENSING

An alliance of electronics companies and the world's leading directors devised the FilmMaker Mode. With a single button-press you can preserve the movie's ideal colour, contrast, aspect ratio and frame rate by deactivating some of the TV's picture pre-sets.



### NETFLIX CALIBRATED MODE

Netflix series and films are made to exacting standards, so that they can look stunning on a big screen. Netflix Calibrated Mode means your TV gets the best from their shows, delivering them to your home as their makers intended.





# WONDERFUL HDR WORLD

High dynamic range (HDR) 4K UHD screens join forces with decades of Hollywood know-how to make the latest Panasonic OLED and LCD LED TVs feel like windows on a bold and beautiful new world.



PANASONIC CONVENTIONAL

## HDR10+

Our TVs deliver the highest quality images from UHD Blu-ray™ discs and video streaming services that support HDR10+. By using Dynamic Metadata, the picture's HDR settings are optimised scene-by-scene. As our premium TVs support all HDR formats, your favourite content will always look its best.



PANASONIC CONVENTIONAL

## DOLBY VISION™

Dolby Vision™ brings compatible UHD Blu-ray™ discs and 4K video streaming to life - with exceptional colour, contrast and brightness. Dynamic metadata, is used to adjust the HDR picture settings scene-by-scene – as the story unfolds, over dark and light sequences.



PANASONIC CONVENTIONAL

## HDR10 AND HLG

The latest Panasonic TVs also support HDR10 and Hybrid Log-Gamma (HLG) – so you can enjoy a variety of HDR content. Thanks to unique Panasonic processing, HDR10 undergoes advanced analysis and is enhanced in quality, while HLG enables broadcasters to stream content to be displayed in HDR on HDR-compatible UHD TVs, or in SDR on SDR-compatible UHD TVs.



PANASONIC CONVENTIONAL

## SUPER BRIGHT PANEL PLUS

A combination of a new panel-driving system, a panel structure that lets light through more easily, and a highly efficient backlight system, will deliver an outstanding viewing experience.



PANASONIC CONVENTIONAL

## HEXA CHROMA DRIVE PRO

Now you're seeing truly rich colour. Thanks to an advanced processing technology called Hexa Chroma Drive that uses 6-Colour Reproduction, it manages colours by adding 3 complementary colours (CMY) to the 3 primary colour axes (RGB). Images are naturally beautiful. Panasonic TV invites you and your family to a new level of viewing pleasure.



PANASONIC CONVENTIONAL

## LOCAL DIMMING PRO INTELLIGENT

Local Dimming Pro Intelligent adds adjustable tone-mapping to backlight technology to guarantee the brightest and darkest parts of an HDR picture look equally strong. Multiple zones of the screen's backlight are controlled with individual shutters - constantly adjusting the amount of light let through to the picture.



# HOLLYWOOD SOUND EXPERIENCE AT HOME

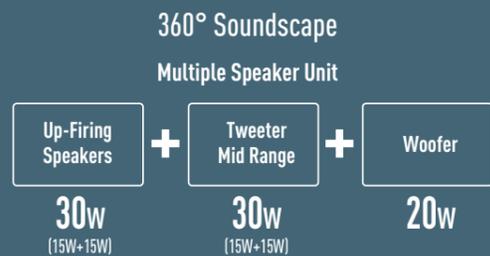
360° SOUNDSCAPE **DOLBY ATMOS**

Be drawn into the visuals with sound that literally washes over and surrounds you.

Our 360° Soundscape audio system transports you from the sofa to the heart of the action. An integrated, and unique, set of upward and front-firing speakers with Dolby Atmos® 3D technology deliver immersive sound-elevating entertainment to new levels.



- Powerful sound is achieved by an individual woofer unit.
- The ambience is enhanced by the Upward-Firing Speakers.
- Voice Enhance enables users to hear clear voice.



Total 80-Watt Powerful Dynamic Sound with Upward-Firing Speakers and Woofer



## DOLBY ATMOS

Dolby Atmos®, found in the newest cinemas, and on our premium TVs expresses sound with astonishing clarity, richness and depth. Sound effects are precisely placed in virtual space and time to envelope you in the atmosphere.



## SUBWOOFER CONNECTION

A premium subwoofer can be connected to our premium televisions. It supplements the TV's integrated audio system with rich bass tones to create an even more atmospheric experience, so you can feel as well as see the action unfold.



## BLUETOOTH AUDIO LINK

With Bluetooth® Audio Link, you can easily connect your TV to a wireless speaker or headphones - to give you more listening choices. It also lets you play music from your phone, and other smart devices, on the TV's speakers.



# SMARTER IS BETTER

Panasonic TV is packed with a number of ultra-smart features and technology that makes it a pleasure to find, share and enjoy content from all your multimedia sources.

## EASY TO OPERATE, ...



### MY HOME SCREEN 5.0

Version 5.0 of our, intuitive, Smart TV platform my Home Screen is even slicker. Pin your favourites, such as video streaming apps, to your Home Screen to see only what you use. Everything is on one layer, with quick loading thumbnails, so navigation is easy.



### VIDEO ON DEMAND

The Panasonic my Home Screen 5.0 platform not only makes it simple to stream VOD shows and clips from, for example, Amazon Prime Video, Netflix\* and YouTube – it also lets you watch video from those sources in both 4K and HDR quality\*\*. New and all kinds of apps can be added at any time.



### REMOTE APP

TV Remote 3 is an application that can intuitively operate your Panasonic TV with a smartphone and tablet device using wireless LAN (Wi-Fi). With the new Panasonic TV Remote 3, your mobile device becomes a convenient remote control.



\* Netflix streaming membership required.  
\*\* Depending on availability and broadband speed.

## EASY TV OPERATION WITHOUT A REMOTE CONTROL

Panasonic TVs give you hands-free operation from an Amazon Alexa or your Google Assistant enabled device. A variety of operations, such as turning the power on or off and changing the channel or volume, can be carried out by your voice without having to use the remote control. It's easy to operate the TV with voice commands when you're busy cooking or getting ready to leave the house.



\*The Google Assistant is not available in certain languages and countries. Requires Internet connection. Availability of services varies by country and language. Subscriptions for services may be required. Google is a trademark of Google LLC.  
\*Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates.

## EASY TO ENJOY, ...



### USB HDD RECORDING

An easy way to store your favourite\* broadcast TV programmes. Simply connect a compatible\*\* USB hard disk drive and press the REC button on the remote control.



### TV ANYTIME

Ever wished you could watch TV broadcasts and recordings on your phone or tablet when you're away from home? With TV Anytime, you can. This ground-breaking feature also lets you set recordings while you're out; add TV shows to your smart device playlists; and even enjoy high-quality video if you



### SWIPE & SHARE

Swipe & Share lets you 'throw' content from your smart devices to the TV screen by swiping your fingers on your portable devices.



\*Some programmes may be copy protected  
\*\*At least 160GB capacity.

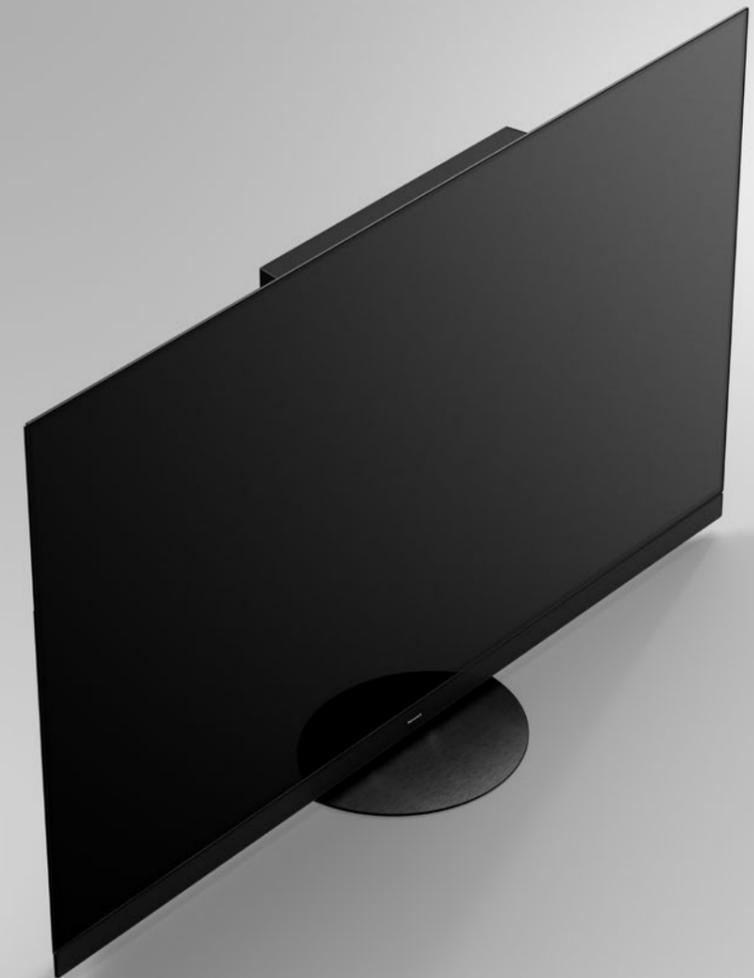
## STUNNING BEAUTY AT ANY ANGLE

A swivel design with a circular pedestal creates a beautiful form when placed in any position, for the ultimate viewing experience.

# AMPLIFY THE MOMENT

Panasonic always pursues and enhances the value of customer experience. We have the concept "Amplify the Moment" for all AV products as our consistent philosophy.

We would like to provide customers the best moment through immersive experience via visual products. Our Panasonic TVs are designed for customers to focus on watching movies with "Hollywood Cinema Quality."





# NEW HEIGHTS OF HOME CINEMA

Introducing the Panasonic television range for 2020.

## THE BIGGER THE SCREEN, THE GREATER THE ENTERTAINMENT

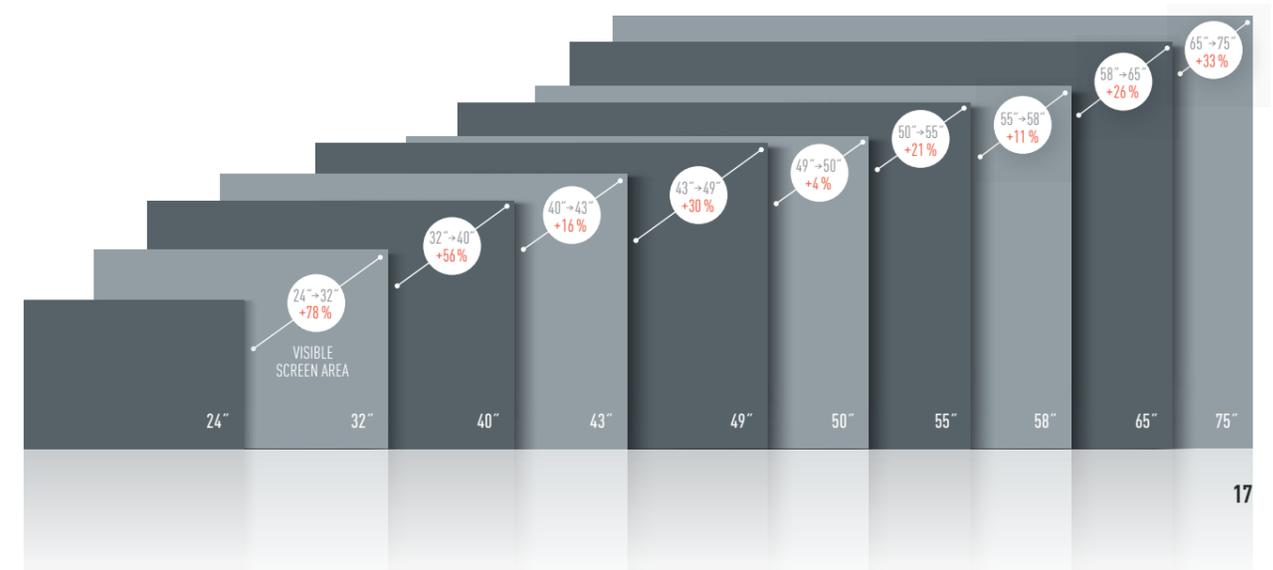
There's never been a better time to think bigger for your next TV. Ultra-slim designs make large screens easier to fit in your living room, big-screen TVs are vastly more affordable than they used to be, and the arrival of 4K UHD resolution means picture quality gets better with every extra screen inch. So why not bring the cinema home?



**HZ1500 SERIES**



**HZ1000 SERIES**



# SUPERIOR OLED VISION AND SOUND FOR THE DISCERNING

The new HZ1500 Series is for the discerning customer who values stylish design, but with no compromise on picture and sound performance. The OLED panel delivers a picture to meet the demands of Hollywood studios. The 360° Soundscape integrated audio system supplies sound to match the vision.

65"  
164 cm



## HZ1500

TH-65HZ1500W / 65" 164cm



The Choice of Hollywood Professionals : Tuned & used by filmmakers  
 HCX Pro Intelligent Processor : For a true Hollywood Cinema eXperience  
 HDR10+ : Highest standard for picture clarity, contrast and colour  
 Dolby Vision IQ : Picture perfection for every lighting condition  
 360° Soundscape : For an immersive sound experience  
 Filmmaker Mode™ : Watch movies true to the director's vision



# EPIC OLED MOVIE PERFORMANCE WITH ELEGANT DESIGN

The elegant new HZ1000 4K OLED TV delivers accurate colour, deep blacks and precise detail thanks to the OLED panel and smooth motion performance. Dolby Vision™ IQ and HDR10+ guarantee accurate scene-by-scene HDR reproduction. The new Filmmaker Mode™ means that movies can look as the director intended at the touch of a button.

65"  
164 cm

55"  
139 cm



## HZ1000

TH-65HZ1000W / 65" 164cm  
 TH-55HZ1000W / 55" 139cm



The Choice of Hollywood Professionals : Tuned & used by filmmakers  
 HCX Pro Intelligent Processor : For a true Hollywood Cinema eXperience  
 HDR10+ : Highest standard for picture clarity, contrast and colour  
 Dolby Vision IQ : Picture perfection for every lighting condition  
 Dolby Atmos® : Immersive sound from all around you  
 Filmmaker Mode™ : Watch movies true to the director's vision



# TECHNOLOGY COMPARISON

## HZ1500-SERIES

TH-65HZ1500W / 65" 164cm

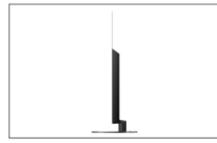


SWIVEL DESIGN

## HZ1000-SERIES

TH-65HZ1000W / 65" 164cm

TH-55HZ1000W / 55" 139cm



SWIVEL DESIGN

	HZ1500	HZ1000
Technology / resolution		
Panel		
Processor / Engine		
Panel Drive		
Local Dimming	—	—
Colour Reproduction		
HDR10+ / HDR10		
Dolby Vision IQ / Dolby Vision™		
Filmmaker Mode		
Netflix Calibrated Mode		
Game Mode	4K HDR GAME MODE	4K HDR GAME MODE
HDMI 2.1		
Sound		—
Dolby Atmos®		
Subwoofer OUT		
Panasonic Bluetooth® Audio Link		
Smart TV		
Works with the Google Assistant		
Works with Alexa		
Panasonic TV Remote App	REMOTE APP 3	REMOTE APP 3
USB HDD Recording	USB HDD RECORDING	USB HDD RECORDING
Media Player		
Web Browser	WEB BROWSER	WEB BROWSER
Swipe & Share		