



September 6, 2021

## Supporting the Seamless Operations of the Olympic and Paralympic Games

- AV Equipment Provision and System Implementation for Competition Venues -

**Osaka, Japan** - As a TOP<sup>※1</sup> sponsor of the Olympic and Paralympic Games, Panasonic Corporation (Panasonic) supplied the competition venues and other facilities at the Olympic and Paralympic Games Tokyo 2020 (Tokyo 2020) with not just a range of audio-visual equipment, but also solutions to further support the competitions, video production, and system operations.

Sharing the spirit of the Olympic Charter, which aims to achieve world peace through sports, Panasonic has been supporting the Olympic Games as a Worldwide Partner since 1987, and of the Paralympic Games since 2014. The company has thoroughly transmitted to all corners of the world the images of athletes challenging to achieve their dreams, the passion of those supporting the Games, and the marvel of all these sports, thereby continuously providing fresh inspiration and happiness.

During the Opening and Closing Ceremonies of the Tokyo 2020 Games at the Olympic Stadium, Panasonic employed the latest AV technologies, including 60 cutting-edge Panasonic projectors, to augment the various performances. The incredibly well-received “50 Olympic Sport Pictograms” performance featured at the opening ceremony for the Olympic Games, for example, was shot live using Panasonic’s LUMIX DC-S1 cameras and S-R24105 lens (24-105mm F4 lens). In addition, projection mapping through Panasonic projectors was used to enhance the Athletics Men’s 100m Final, Athletics Women’s 100m Final, 3x3 Basketball, Sport Climbing, and more.

Adding to this, the Tokyo Organising Committee of the Olympic and Paralympic Games arranged the competitions to be filmed using fisheye lens cameras (LUMIX DC-BGH1) set up in the Olympic venues and projected onto “dome screens” set up across three venues in Fuchu City and Katsushika City in Tokyo along with Iida City in Nagano Prefecture and Fukui City in Fukui Prefecture. This technology, one of several initiatives within the Tokyo 2020 Future Sports Viewing Project, was achieved through Panasonic technology, allowing viewers to experience the same realism and energy as if they were in the Olympic venue itself.

Furthermore, Panasonic designed, built, and provided technical support and equipment (approximately 180 system cameras, 140 decks, 50 switchers, 1,400 monitors, and more) for the 4K/8K television broadcasting system at the International Broadcast Center (IBC), as well as installed the large video display screen seen at the Tokyo Aquatics Centre, which was completed in February 2020 and hosted the Olympic swimming competitions. Through these endeavors,

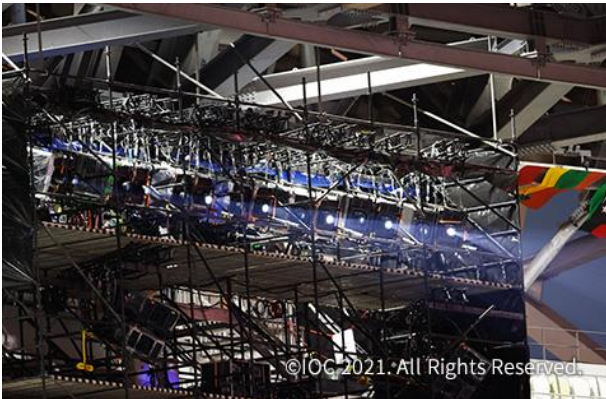
images showcasing the efforts of the participating athletes in the spectator-less Tokyo 2020 were successfully shared with the world.

Other contributions included developing and providing environmentally-friendly “Electric Sports Bicycles” for the pacers of the keirin cycling track competition, and provision of Power Assist Suits for the staff assisting in the Men’s Shot Put and Women’s Shot Put events for the Olympic Games as well as the Men’s Shot Put and Powerlifting competitions for the Paralympic Games. These suits lightened the physical burden placed on the staff as they went about their tasks. This category is for Paralympic Games only. In these ways, Panasonic strove to help the tournaments run smoothly.

Panasonic will continue to share the passion and excitement of the Olympic and Paralympic Games with people all over the world while seeking to realize our philosophy of “A Better Life, A Better World” through innovation and solutions to social issues.

※1: TOP is an acronym of “The Olympic Partner.” TOP are the highest-level Olympic Games sponsors. Panasonic is part of a long-term TOP partnership lasting until Paris 2024.

## [Demonstrating Panasonic's Video Production and AV System Solutions]



Upper-left image: The RQ50, Panasonic's next-level projector which was installed at the Olympic Stadium (Tokyo 2020). Serves 4K resolution while maintaining a high brightness level of 50,000 lumens.

Upper-right image: The broadcasting system at the International Broadcast Center (IBC) which Panasonic designed, built, and provided technical support and equipment for.

\*Panasonic is an official AV Equipment Partner, and Home Appliances Partner excluding the Americas and Australia, and Electric Bicycles Partner excluding the U.S.A.



\*Upper-left image: Environmentally-friendly "Electric Sports Bicycles" were used in place of conventional bicycles for the pacers of the keirin cycling track competition

\*Upper-right image: "Power Assist Suits" that serve to lighten the physical burden placed on the staff as they lift weights

\*The Power Assist Suit is a Paralympic limited category, excluding the United States for marketing rights. For the robot vacuum cleaners, Panasonic has marketing rights worldwide except the Americas and Australia.

### **[About Panasonic's Olympic and Paralympic Games Partnership]**

Panasonic has been a worldwide partner of the Olympic Games since 1987 and of the Paralympic Games since 2014 and empathizes with the spirit of the Olympic and Paralympic Games and what they stand for. Through the Games, we want to convey our passion to improve both people's lives and our society. "Sharing the Passion" is our slogan for the Games and we want to share the passion of everyone involved. Whether it's the athletes who put everything on the line for the competition or those who work behind the scenes, the passion they display towards achieving their dreams, together with the beauty of the sport, is spread and shared, inspiring and energizing the world. We will continue to share this passion with people across the world as we seek to better serve people and society through innovation, by addressing social problems, and through individual efforts.

### **Panasonic Facebook Page:**

Panasonic / Worldwide Olympic Partner and Worldwide Paralympic Partner

URL: <https://www.facebook.com/PanasonicWorldwideOlympicPartner>

### **Panasonic "Sharing the Passion" Website:**

URL: <https://www.panasonic.com/global/olympic.html>

Channel Panasonic Video Portal: <https://channel.panasonic.com/>

### **Related Information:**

Panasonic Supporting the Olympic and Paralympic Games Tokyo 2020 with People-Friendly Robots

<https://news.panasonic.com/global/press/data/2021/08/en210806-2/en210806-2.html>

TOKYO 2020 Update - Part 1

<https://news.panasonic.com/global/stories/2021/91677.html>

TOKYO 2020 Update - Part 2

<https://news.panasonic.com/global/stories/2021/92080.html>