

# PANASONIC REVEALS WORLD'S\* FIRST HIGH BRIGHTNESS COMPACT LCD PROJECTOR WITH DIGITAL LINK

Submitted by: C8 Consulting

Monday, 20 August 2012

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THE PT-VW431D IS A NEW FORM OF PROJECTOR SOLUTION THAT ENSURES EASY AND SIMPLE HIGH QUALITY DIGITAL TRANSMISSION OVER A SINGLE CAT 5E/6 LAN CABLE BASED ON HDBASET™

BRACKNELL, UK. 20 AUGUST 2012

Panasonic Systems Communications Company Europe (PSCEU), today announced a new Digital Link compatible projector, the PT-VW431D, that has high brightness of 4,300 lumens and WXGA resolution all in a compact body. The PT-VW431D is designed to bring a whole new experience of long distance, digital connection with extremely clean wiring. Education and corporate users who had long lengths of multiple wires running to the projector will enjoy the benefit of Digital Link's efficiency and saved cabling cost.

Panasonic's Digital Link, based on Valens HDBaseT™ technology, is built into the PT-VW431D for easy and simple digital connection of HDMI, other full uncompressed HD videos, audio and control commands all via a single Cat5e/6 LAN cable. These signals can be transmitted up to 100m (328ft). Used together with the new ET-YFB100 switcher box, or other switchers with HDBaseT™ chipset, the installation of this projector is easier than ever without any need for external receivers.

Panasonic has partnered with industry leading manufacturers of HDBaseT solutions including Crestron, Extron, and AMX, to insure the interoperability of PT-VW431D with Crestron's DigitalMedia 8G+™ compatible switchers, Extron's XTP Systems and AMX's Enova DVX and DGX Digital Media Switchers.

"We're always looking for ways to improve the user experience with our projectors. With rapid adoption of HDBaseT embedded products across the industry within a variety of audio/video (AV) markets, all with the end purpose of providing solutions for these common installation challenges, we saw a need to support the technology with our projectors," said Hartmut Kulesa, Marketing Manager Projectors, PSCEU. Hartmut continues: "By providing the first projector launch with Digital Link compatibility, we are leading the market into a new era of simple, yet dependable connectivity."

"The adoption of HDBaseT technology by industry leaders such as Panasonic confirms HDBaseT's status as the de facto standard for digital connectivity in the industry," said Dror Jerushalmi, CEO and co-founder, Valens Semiconductor. "Device adoption in the professional AV space marks a significant step in HDBaseT's migration to the consumer electronics market, concludes Dror."

The PT-VW431D offers high brightness of 4,300 lumens and a high contrast ratio of 3,500:1. This compact projector is equipped with a pleated micro cut filter which maximises its replacement cycle up to 4,000 hours as it helps to reduce maintenance time and cost. In addition, the PT-VW431D ensures image quality even in the environment where rooms are brightly lit, thanks to Panasonic's Daylight View Basic technology. The built-in sensor in the projector detects and measures the amount of ambient light and the Daylight View function adjusts the image according to the light condition.

The PT-VW431D offers installation flexibility for portable and ceiling mounted applications. The 1.6x

manual zoom lens allows wide range projection from 2.5m (8.2ft) to 4.1m (13.5ft). Furthermore, the PT-VW431D features vertical lens shift function, which moves the image position +48% vertically without distorting the image quality.

#### Specification for PT-VW431D

Model PT-VW431D  
Brightness 4,300 lm  
Resolution 1,280 x 800 pixels  
Contrast Ratio 3,500:1  
Lamp 280W UHM x 1  
Lens Manual 1.6x zoom  
Digital Link (powered by HDBaseT™) Yes

The PT-VW431D and ET-YBF100 will be available in October 2012.

\*As of June 13, 2012

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#### About Panasonic System Communications Company Europe (PSCEU)

PSCEU is the European branch of Panasonic Systems Communications Company, the global B2B division of Panasonic. PSCEU's goal is to improve the working lives of business professionals and help their organizations efficiency and performance. We help organizations capture, compute and communicate all sorts of information: image, voice, and textual data. Products include PBX telephone switches, document printers, professional cameras, projectors, large visual displays and rugged mobile PCs. With around 500 staff, engineering design expertise, global project management capability and a large European partner network, PSCEU offers unrivalled capability in its markets.

The new PSCEU is made up of four business divisions:

- Communication Solutions including professional scanners, multifunctional printers, telephony systems and HD video conferencing systems.
- Visual System Solutions including projectors, interactive whiteboards, presentation aids and displays. Panasonic is the European market leader in projectors with 28% revenue share.
- Professional Camera Solutions including professional audio visual, security and industrial medical vision (IMV) technology. Panasonic is one of the top two professional camera vendors in Europe.
- Computer Product Solutions including the Toughbook range of rugged notebooks, Toughpad business tablets and electronic point of sales (EPOS) systems. Panasonic Toughbook is European rugged and durable notebook market leader with 65.8% market share in 2011 (VDC, March 2012).

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded

consolidated net sales of 7.85 trillion yen (€71.4 billion) for the year ended March 31, 2012. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>

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