

# Panasonic LUMIX to support professional photographers at the Olympic and Paralympic Games Tokyo 2020

Submitted by: Panasonic UK

Friday, 1 February 2019

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- Comprehensive support on location for LUMIX photographers
- New LUMIX PRO service and repair will be available in the Main Press Centre for the first time

Panasonic has announced it will be offering comprehensive support for LUMIX photographers on location at the Olympic and Paralympic Games Tokyo 2020.

Situated in the Main Press Centre, the new LUMIX PRO service and repair hub will be available for the first time to support professional photographers in attendance further to the recent launch of the LUMIX PRO platform.

“The launch of our S Series full-frame mirrorless cameras, LUMIX S1 and S1R, allow us to deliver to a new audience of professional photographers. As a result, we are pleased to develop our service offering to match the requirements of this customer base at one of the single largest gatherings of professional photographers in the calendar.”

Yosuke Yamane, Director of Imaging Network Business Division, Panasonic Corporation.

Keeping professionals working

The new LUMIX PRO service and repair hub will be accessible for all accredited photographers for the duration of Tokyo 2020 from within the main press centre. Prepared for all situations, Panasonic will have loan kit available if equipment cannot be fixed on-site to ensure photographers can continue to work and document the important events taking place.

Targeted service offering

LUMIX PRO has been created with the user in mind and is designed to provide a consistent global framework for support of photographers when they need it the most, such as shooting athletes at the Olympic and Paralympic Games..

Panasonic will continue to work with LUMIX photographers in the lead up to Tokyo 2020 to ensure that the LUMIX PRO service matches and exceeds the expectations and requirements of professional photographers and provides an unforgettable LUMIX experience.

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