PANASONIC ANNOUNCES PRIORITISED DEVELOPMENT OF 4K VARICAM CAMERA RECORDER
4K VARICAM FEATURES 4K VIDEO CAPTURE AT 24P TO 100/120P AND WILL BE LAUNCHED WITH NEW ULTRA P2 TECHNOLOGY

In response to the growing worldwide demand for 4K production, Panasonic Professional Camera Solutions is prioritising the development of the 4K VariCam camera recorder. The VariCam will be a highly practical camera, boasting features and performance suitable not only for 4K cinema, but also HDTV content production. The camera is set for launch in 2014. Panasonic has also unveiled the development of the new Ultra P2 cards at IBC.

With the 4K VariCam, Panasonic is tending to businesses that are increasingly looking for suitable, and above all affordable, equipment to create 4K production environments. By using large-scale integration chip technology (LSI) boasting AVC-Ultra, the new extension of the AVC-Intra codec format used widely in HD recording, Panasonic will speed the development of its 4K VariCam.

By integrating the latest 4K technology, the VariCam will support 4K shooting from 24p to 100/120p. To enable even better 4K video productions, Panasonic will fit the 4K VariCam with a newly developed Super35mm size high sensitivity image sensor with 4K resolution. The sensor will feature wide dynamic range, extended colour space, and support for Log.

Moreover, in order to support highly reliable recording at high bit rates, new Ultra P2 cards will start shipping in conjunction with the 4K VariCam camera recorder. The form will be the same as traditional P2 cards, with a high speed PCIe interface adopted to enable high speed data transfer. Currently, 256GB Ultra P2 cards are planned for production.

Shipment of the 4K VariCam and the new Ultra P2 cards will start in 2014. Further product details will be revealed as the launch draws nearer. Panasonic’s 4K technology and plans
with the format will be presented at Panasonic's IBC booth, #9.C45, from 13 till 17 September. Alternatively, please visit: http://business.panasonic.eu/broadcast-and-proav.

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For further information on any product or service and images, please contact:

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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 had 63.3% unit share of the European rugged and durable notebook market and a 29.2% unit share of the rugged business tablet market in 2012 (VDC, March 2013).

About Panasonic

Panasonic Corporation is a worldwide leader in the development and engineering of electronic technologies and solutions for customers in residential, non-residential, mobility and personal applications. Since its founding in 1918, the company has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.30 trillion yen (68 billion euros) for the year ended March 31, 2013. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers. For more information about Panasonic, please visit the company’s website at http://panasonic.net/