

A person is shown in silhouette, holding a smartphone to take a photograph of a brightly lit building at night. The building's lights are reflected on the phone's screen. A string of warm white lights is visible in the upper left background. The overall scene is dark, with the primary light sources being the building and the string lights.

Panasonic

SPORTS, ENTERTAINMENT AND MEDIA

Bringing live events to life

We make the
entire experience
more entertaining.



More of what your fans want

More amenities, more diverse content, more close-up action, more thrills. At Panasonic, we make the most of every event, creating unforgettable experiences that get people to turn off the TV and turn out in greater numbers.

Our displays immerse tens of thousands in the game, while our between-the-plays content brings them to their feet. Our cameras capture the moment, while our control rooms give it drama. From ballparks to theme parks to museums, our solutions help shape every patron's experience.

Catering to an audience of one

We specialize in helping teams and venues connect to their audiences in more direct, engaging ways. And that enables patrons to experience entertainment from a more personal point of view, tailored to their preferences. To do that we offer customized solutions that align with your goals, such as:

- Mobile and social integration to add a new dimension to the game
- Personalized services that provide fans with greater convenience
- Broadcast technology and content creation that lets you forge a stronger bond with fans
- A wide range of indoor and outdoor LED display systems to suit your venue
- Innovations like smart signage that serves up special offers to patrons, and augmented reality skybox windows that layer virtual info over real-world action

NASCAR, the Olympic Games, the Kentucky Derby, the Dallas Cowboys, the Sacramento Kings, and many others captivate audiences using Panasonic technologies.

World's largest, sharpest visuals

Imagine a horse the size of three basketball courts. That's what spectators at the Kentucky Derby see on the 15,224 square foot Big Board, among the world's largest 4K screens. It's one of the many larger-than-life sights that Panasonic high-resolution LED displays deliver in stadiums, arenas, entertainment complexes and city centers across the U.S.

It's all about the experience

While the amazing clarity and size of our displays may get the most attention, our integrated solutions elevate the fan experience in all kinds of ways. For example, robust stadium Wi-Fi meets the demands of live events, where uploading increases exponentially due to social sharing. Vandal-proof security cameras keep fans and their vehicles secure. And personalized digital marketing lets patrons customize merchandise and food orders for delivery right to their seats.



Smart city meets stadium

In places like the Atlanta Braves' SunTrust Park and The Star, the Dallas Cowboys' state-of-the-art facility, the fan experience extends out into the neighboring community. As soon as fans enter these entertainment districts, they're surrounded by Panasonic technology. High-definition displays and signage. Digital menu boards. Interactive kiosks. Sound. Lighting. Even energy management. It adds up to an all-encompassing experience that increases fan loyalty and engagement.

Content that connects

Fans today expect never-ending streams of engaging content – behind-the-scenes reveals, mobile-friendly experiences, contextual information – to keep their heads in the game, even during timeouts.

Panasonic helps teams and events develop a strategy for curated content. Then we bring it to life. Leveraging our leadership in 3D and motion graphics, we can create multiple touch points of entertainment and engagement using animation, commercial production, social engagement, sponsor integration, promotions and more.



LED Video Solutions

A/V Consulting, Rental
and Financial Services

Content Strategy
and Creation

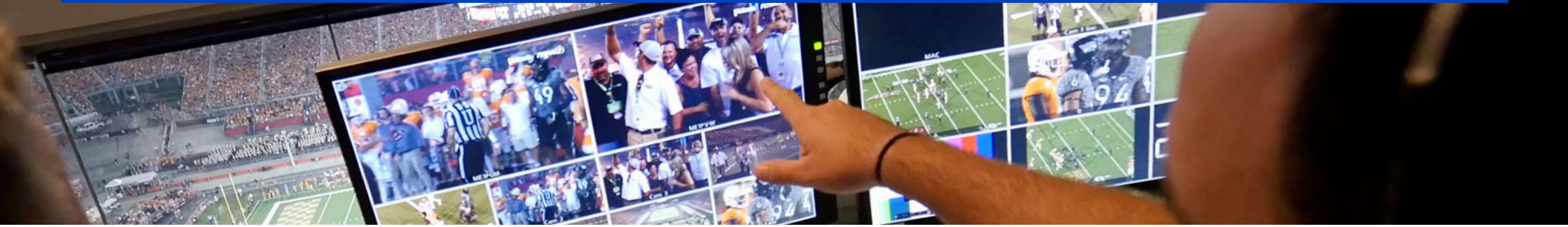
Suite, Concourse and
Concession Solutions

Mobile Experiences

Rental Services

Broadcast and Production
Control Room

End-to-end entertainment solutions



Picture-perfect footage

Panasonic cameras capture the action that keeps us riveted to our seats. Whether it's a 4K Varicam for behind-the-scenes shots or pan-tilt-zoom cameras for remote and livestreaming video, our equipment and software record, produce and broadcast images flawlessly to screens of all sizes. And we integrate the creation and delivery of that content through seamless control room and workflow solutions, enabling data to move cleanly and quickly to screen. Integrated, ultra-reliable controllers, switchers and mixers bring it all together for a great viewing experience.

News through the cloud

Panasonic's cloud-based production system makes it faster to gather footage and less expensive to distribute it. Field cameras can be connected to newsrooms through mobile networks and the cloud, allowing images to be uploaded immediately. And proprietary workflow software lets multiple parties edit high-res video sequences, then rush them to air.

A coach's best friend

Not every camera angle is meant for public consumption. Seeking ways to level up the quality of play, coaching staffs – from the University of Michigan to the Green Bay Packers – film practices and games for analysis with help from Panasonic. Our ultra-sharp cameras and high-quality, high-contrast displays let them capture the breakdowns and breakthroughs, and find ways to improve every game.

Gold medal teamwork

Perhaps the best example of our end-to-end capabilities is the Olympics. For nearly 30 years, we've been bringing the world's greatest sports spectacle to screens worldwide. In 2002 in Salt Lake City, we designed and supplied broadcast systems built to perform in extreme cold. In 2012, our cutting-edge cameras produced the first Olympics filmed in 3D, live from London. And in 2016 in Rio, our technology informed viewer impressions of every must-see moment, from opening night to the closing extravaganza.

Making spectacles spectacular

The stunning Olympic ceremonies in Rio are just one example of how our projection mapping turns live events into feats of fantasy. Our advanced image processing and lens solutions enable cutting-edge artists to turn any surface into a magical canvas, transforming the way we see the world around us. For example, our Kabuki-themed production in Las Vegas dazzled onlookers with animations projected against towering walls of water at the Bellagio fountains.

The World of Avatar

At Walt Disney World Resort, we're using our projection technologies to create one-of-a-kind experiences like the Na'vi River Journey at the park's newest and most immersive attraction, Pandora – The World of Avatar. As the official projection technology of the theme park, we'll be exploring new ways in which our high-performance projectors can support and enrich Disney's storytelling.



Panasonic: Sports, entertainment and media innovations that really add up

543,125 SQUARE FEET

The size of the largest image ever projected, at the Moscow International Festival "Circle of Light"

(That's more than 5 times the size of a Manhattan city block!)



5,000% SHARPER

The contrast ratio of Panasonic LED displays far exceeds the industry average



1.2 MILLION POUNDS

Weight of the Big Board at Churchill Downs

15,000 TELEVISIONS

Supplied to the Rio Olympics by Panasonic

 = 1,000 televisions



Technologies that move us toward a better life and world

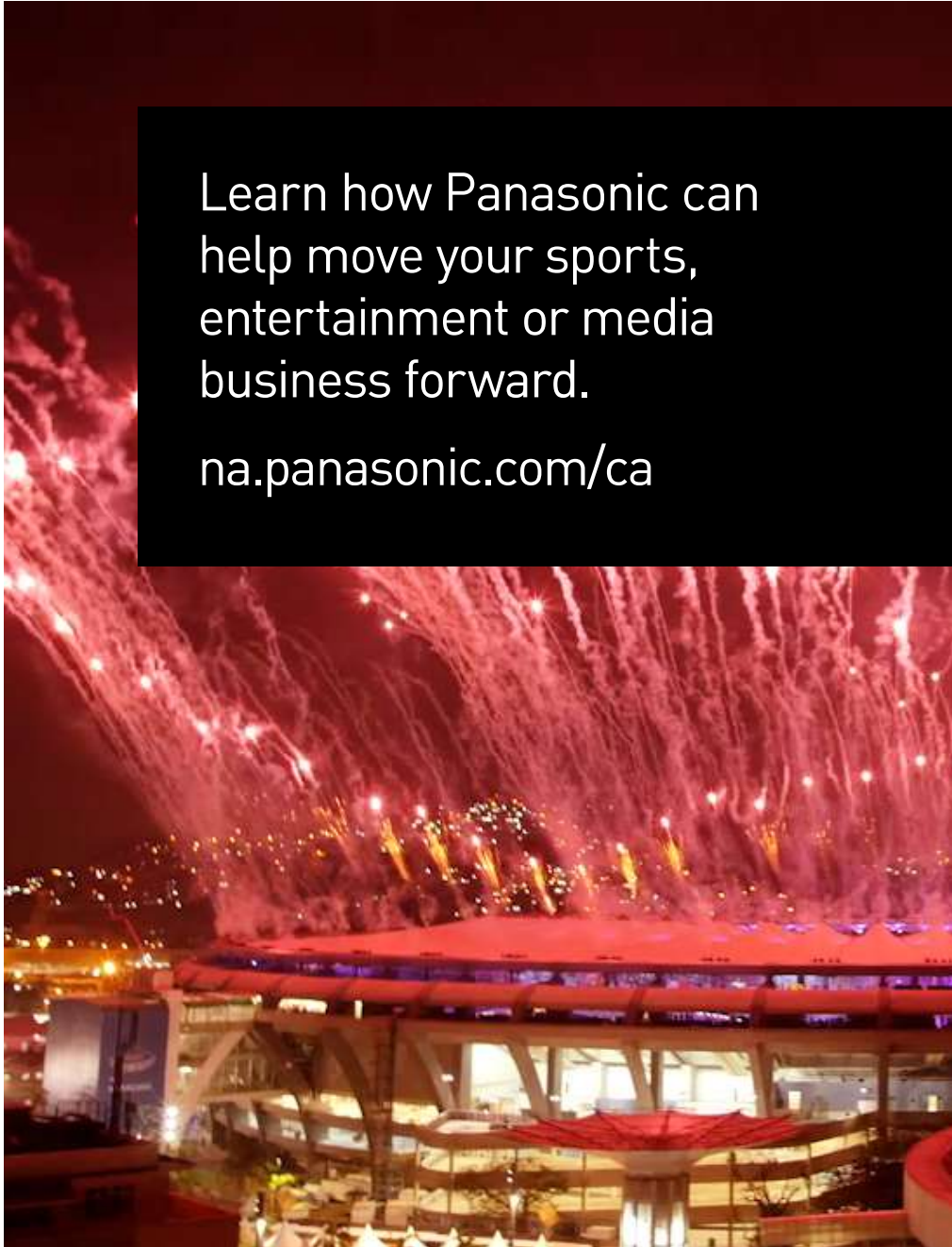
At Panasonic, we anticipate the future, innovate continuously and integrate disruptive technologies into breakthrough solutions for our customers. Our goal? Create technologies that move us toward a better life and a better world. We provide integrated solutions in these four areas:

Immersive Experiences that turn live events into unforgettable, personalized experiences

A Connected World that meets today's information, connectivity and transportation needs

Sustainable Energy that advances eco technologies and transforms industries

Integrated Supply Chain solutions that bring intelligence and insight to how products are made, shipped and sold



Learn how Panasonic can help move your sports, entertainment or media business forward.

na.panasonic.com/ca