

Panasonic

IMMERSIVE ENTERTAINMENT SOLUTIONS

Reinventing the fan experience

Audiences today
expect to be moved...

So how do you create
experiences that will get them
off the couch, into the stadium
and on their feet cheering?

At Panasonic, we develop integrated sports and entertainment solutions that take the live experience to a whole new level. At iconic stadiums and concert venues, world-class museums and theme parks, and special events like the Olympics, our technologies immerse fans in the action more completely and create storytelling experiences that inspire and amaze.

Making the magic happen

To give patrons an experience they just can't duplicate at home, we work closely with our customers to provide highly customized solutions based on a wide range of technologies, including:

- The world's largest video displays
- Sophisticated projection mapping technology
- Control room and broadcasting support
- Mobile and social connectivity and integration
- And much more



Walt Disney Parks and Resorts
relies on Panasonic technology to
deepen engagement with visitors.

More immersive and interactive experiences

End-to-end solutions

You know increasing engagement is the name of the game today. So deliver fist-pumping audio. Add engaging scoreboard content and social media integration. And create custom fan experiences through wireless access to information and services. Whatever your venue's goals, Panasonic can put the right design, architecture, technology and content in place.

Content right to your phone

Using light to invisibly communicate with a phone app, LinkRay can send info to hundreds of people at once. It can even provide analytics on their engagement. At the stadium, hungry fans can easily see what's on a digital menu board. Or get a coupon from a digital sign. At the museum, the light illuminating a painting can beam a related video to visitors – or content-rich information in the language of their choice.



Atlanta Braves SunTrust Park: An experience inside and out

In Atlanta, the stadium is just the start. To bring their vision of an immersive ballpark community to life, the Braves turned to us for both our stadium display expertise and innovative smart city technology.

Taking a holistic, end-to-end approach, we outfitted the ballpark – and its trendy new surroundings – with a host of sophisticated technologies, including:

- A network of digital signage to guide and entertain fans
- An integrated security management system that provides one of the safest fan environments anywhere
- A massive centerfield videoboard display plus ribbon displays throughout the stadium

It all adds up to a one-of-a-kind experience that will enable the team to form a closer relationship with its fans.



+ Life is now larger than life

Panasonic has installed some of the most jaw-dropping display technology anywhere. Our innovative, high-definition LED video boards thrill spectators at the Kentucky Derby, captivate tourists in Times Square, and give hometown fans amazing views of their teams around the country.



15,224 SQUARE FEET

Size of the Kentucky Derby's Big Board (That's equivalent to three basketball courts!)

Mind-boggling projection mapping

Behind the world's most eye-opening attractions

As a global leader in high-performance digital projectors, our end-to-end solutions enable clients to create stunning and seamless new worlds.

We've been behind the scenes of some of the most challenging, high-profile projects in the world, including:

- The acclaimed opening and closing ceremonies at the Rio Olympics
- Pandora – The World of Avatar attraction at Walt Disney World Resort
- The Kennedy Center's Washington National Opera

The Petersen Automotive Museum

This L.A. museum had a vision to make its exhibits more experiential: 180° video galleries. Our ability to stitch together projection images through edge-blending technology created a seamless, surround experience, custom-configured for each of 25 galleries.

Projecting a better stadium experience

Augmented Reality Skybox: Now fans can control stats and replays, projecting them right on to the glass inside stadium suites. All without obstructing their view of the field.

BalloonCam: What's that hovering above the crowd? A 360° 4K camera that can project images on its puffy exterior or arena displays.

Flag Mapping: Through the magic of motion-tracking projectors, sound and video stay in sync with a flag's movements, providing a unique canvas for ads.

Kabuki spectacle in Vegas

Set at the Bellagio Fountains, this ambitious production captivated Vegas with its tale of a hero battling a giant carp. The brilliant, multi-dimensional illusion was created by compact, yet uber-powerful projectors beaming light onto a massive wall of water.

6 STORIES HIGH
AND 1,000 FEET WIDE

Size of water projection at Bellagio
Fountains' Kabuki spectacle in Las Vegas



> IMMERSIVE ENTERTAINMENT



> 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:

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

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

Immersive Entertainment that turns live events into unforgettable, personalized experiences

Sustainable Energy that advances eco technologies and transforms industries

Learn how Panasonic can help
move your business forward.

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