

To: PSC Professional Display Resellers
Subject: Introduction of PF30 1080p Full HD Professional Plasma Displays
Bulletin Number: Professional Display-2011-MB-5
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Panasonic Solutions Company (PSC), a Division of Panasonic Corporation of North America, is pleased to announce the introduction of our latest 1080p professional plasma displays designed exclusively for the commercial market – our new PF30 Series Full HD Plasmas.



TH-42PF30U



TH-50PF30U



TH-60PF30U



TH-65PF30U

3D Support and Improved 2D Image Quality

The PF30 series are our 1st commercial displays to offer 3D support in the 42-inch to 65-inch sizes. 3D panels in these sizes are ideal for presenting realistic images for applications where spatial visualization is required such as simulation, CAD, amusement, training/education, mapping, and many others.

In order to support 3D viewing an optional 3D IR Transmitter (Model #TY-3D30TRW) and 3D glasses (TY-EW3D2LU) are required. The TY-3D30TRW includes the necessary signal and power cables for connection to the display.



TY-3D30TRW



TY-EW3D2LU/MU/SU

**For questions contact your Partner Sales Manager or Inside Partner Sales Support:
partnersupport.psc@us.panasonic.com, 877.826.6538.**

Thanks to the technology needed to support 3D, our new panels provide outstanding image quality for 2D viewing by providing our highest levels of motion resolution. Our panels can now maintain full 1080 resolution for objects moving at the speed of 1200 pixels per second (our previous PF20 series maintained full resolution for objects moving at 800 pixels per second).

New 60-inch Size

The 60-inch TH-60PF30U makes its debut, providing yet another large format option in our professional plasma display lineup. The 58-inch size will no longer be available once existing inventory of the TH-58PF20U is exhausted.

Flexible SLOT 2.0 Architecture

The new PF30 series panels maintain our flexible SLOT2.0 architecture - a combination of fixed terminal inputs as well as a function slot to accommodate plug in modules for additional functionality.

To support the various 3D applications we will also introduce two new terminal boards later this year. The TY-FB30DD3D will provide discrete left and right DVI inputs for support of workstation applications while the TY-FB30DHD3D will provide the inputs for 3D over HD-SDI for direct interface to professional video equipment.



TY-FB30DD3D



TY-FB30DHD3D

These panels can be controlled remotely by a serial RS-232 connection or by a fixed LAN control port, enabling control and status monitoring over an existing network. The PLink industry standard protocol is also supported so these panels can be easily integrated to environments that also use projectors such as conference rooms, lecture halls, and auditoriums. See the attached specification sheet for a layout of the fixed terminal inputs.

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Note: The PF30 series will not support dual picture and picture in picture functions (named Dual Picture and Advanced Dual Picture) that were previously available in the PF20 series.

Accessories

Please see the following pages and attached chart for compatibility of plug in modules and other accessories.

Shipments of these PF30 models are scheduled to begin in July 2011.

With the introduction of these models, the TH-42PF20U, TH-50PF20U, TH-58PF20U and TH65PF20U will be discontinued and are no longer available for purchase.

Pricing:

Displays

MODEL #	DESCRIPTION	SUGGESTED LIST PRICE
TH-42PF30U	NEW 42" 3D Ready Full HD 1080p Plasma Display • Native Resolution: 1920 x 1080 pixels	\$1,450
TH-50PF30U	NEW 50" 3D Ready Full HD 1080p Plasma Display • Native Resolution: 1920 x 1080 pixels	\$1,935
TH-60PF30U	NEW 60" 3D Ready Full HD 1080p Plasma Display • Native Resolution: 1920 x 1080 pixels	\$3,200
TH-65PF30U	NEW 65" 3D Ready Full HD 1080p Plasma Display • Native Resolution: 1920 x 1080 pixels	\$5,580

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Accessories

MODEL #	DESCRIPTION	SUGGESTED LIST PRICE
TY-3D30TRW	NEW IR Transmitter for PF30 Series (signal and power cables included)	\$700
TY-FB30DD3D	NEW 3D DVI Terminal Board <i>Available October 2011</i>	TBD
TY-FB30DHD3D	NEW 3D HD-SDI Terminal Board – <i>Available August 2011</i>	TBD
TY-EW3D2SU	3D Eyewear Set - Small	\$179.95
TY-EW3D2MU	3D Eyewear Set - Medium	\$179.95
TY-EW3D2LU	3D Eyewear Set - Large	\$179.95

You'll find complete specifications of these models on the following pages of this document.

The Panasonic Solutions Company values you and your organization, and we hope that our new product offerings help further your business' success. You are an important part of our industry-leading achievements and as always we look forward to future growth.

About Panasonic Solutions Company

Panasonic Solutions Company empowers people whose jobs depend on reliable technology. Panasonic Solutions delivers collaboration, information-sharing and decision-support solutions for customers in government, healthcare, education and a wide variety of commercial enterprises. Products and services within the company's portfolio include Panasonic Toughbook® mobile computing solutions, projectors, professional displays (including both plasma and LCD), and HD video acquisition and production solutions. As a result of its commitment to R&D, manufacturing and quality control, Panasonic is known for the reliability and longevity of its products. Panasonic Solutions Company is a division of Panasonic Corporation of North America, which is the principal North American subsidiary of Panasonic Corporation (NYSE: PC).

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Suggested List Price

Suggested list price indicates the price at which we believe our products can be most successfully merchandised.
No representation is hereby made that substantial sales are or will be made at the suggested price.

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