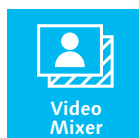
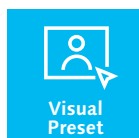
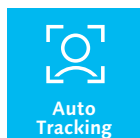
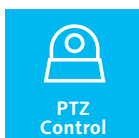
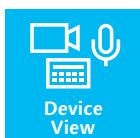


Panasonic

Software Lineup
Broadcast and Professional AV

Easy and efficient shooting and operation with seamless camera and software integration



Media Production Suite for Efficient Operation of Camera Systems

The Media Production Suite is a software platform that offers a variety of functions for enhanced video quality and increased operational efficiency. By centralizing the management and monitoring of Panasonic cameras, it facilitates the streamlining of setup, management, and control—even in dynamic shooting environments such as online lectures, webinars, academic conferences, and live events. Additionally, with plug-ins available for an additional fee, the Media Production Suite provides numerous functions for operational support, enabling high-quality productions to be achieved with minimal crew.

Media Production Suite Introduction (video):

<https://www.youtube.com/watch?v=V4NV1a39dc8>

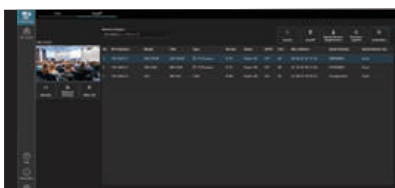


Basic Functions for smooth video shooting

Plug-ins (Additional Fee)*1 for specific needs

Device View

Easy and efficient device setup and operation



>>> see p.4 for details

Auto Tracking

Accurate tracking technology using facial recognition and human body detection



>>> see pp.6-8 for details

PTZ Control

Control multiple PTZ cameras from one PC while viewing images and use macros*2 to program camera movements for automated shooting



>>> see p.5 for details

Visual Preset

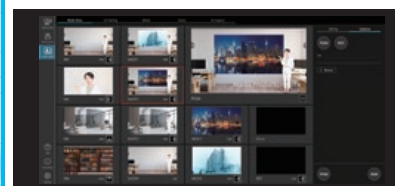
Switch subject of multiple PTZ cameras with a single click



>>> see p.9 for details

Video Mixer

Subject keying regardless of the shooting location and easy composition of video materials



>>> see pp.10 and 11 for details

Media Production Suite

*1 Please refer to "To use the plug-ins in the Media Production Suite" in P12. *2 It will be supported in the future.

For users of existing PTZ camera software (EasyIP Setup Tool Plus, PTZ Control Center, and Auto Tracking Software)

Existing PTZ camera software (except for PTZ Virtual USB Driver) have been integrated into the Media Production Suite. Existing software can still be used, but future updates will be implemented for the Media Production Suite only. AW-SF100/200/202/203 or AW-SF300 licenses used on the existing software can continue to be used as plug-ins licenses for the Media Production Suite (Some specifications of plug-ins may vary from the existing software). **For more Information (FAQ):** https://www.pass.panasonic.co.jp/pro-av/support/content/faq/EN/faq_mps.htm

Media Production Suite for Smart Operation and Rich Expression



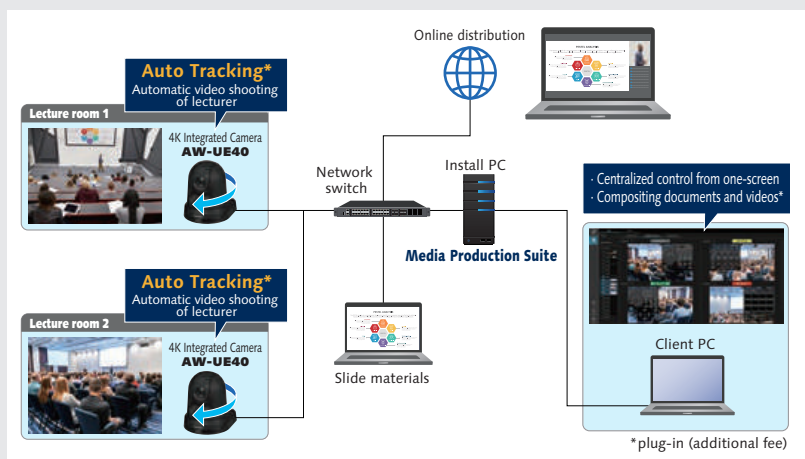
- ▶ Enhanced Efficiency with Smart Operation
- ▶ Expand Your Creative Capabilities with Optional Plug-Ins
- ▶ Intuitive Operation with a Unified GUI

● Sample Applications

CASE 01

Easy management of PTZ cameras in different classrooms during online lecture

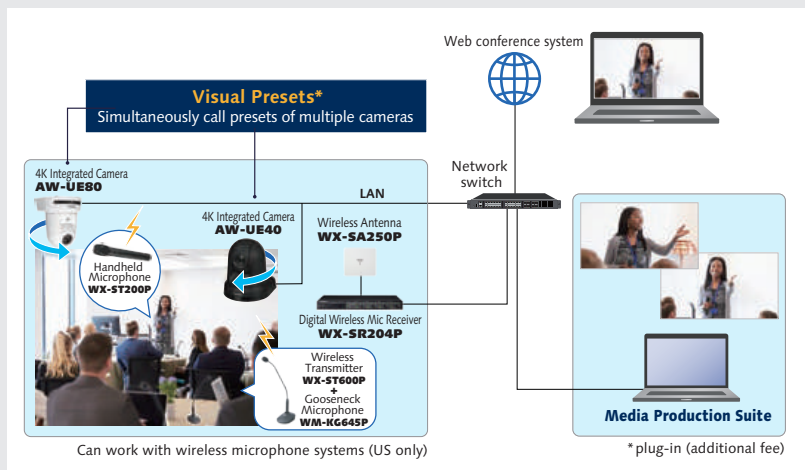
Manage PTZ cameras in separate classrooms from a single PC. Quickly check connection status and automatically update firmware, even on a large scale, such as cameras in numerous classrooms on a big university campus. Use the Auto Tracking plug-in to eliminate the need for dedicated personnel and controllers, making the recording and delivery of daily lectures simple and efficient.



CASE 02

Fluid Hybrid Conference with Easy Operation

With one click on a PC screen, use the Visual Preset plug-in to point all cameras at a speaker. Also, link a PTZ camera to a Panasonic wireless microphone to automatically point the camera to anyone who speaks into the microphone, making it easy to locate speakers at a hybrid conference.



System requirements:

<https://pro-av.panasonic.net/en/software/mps>





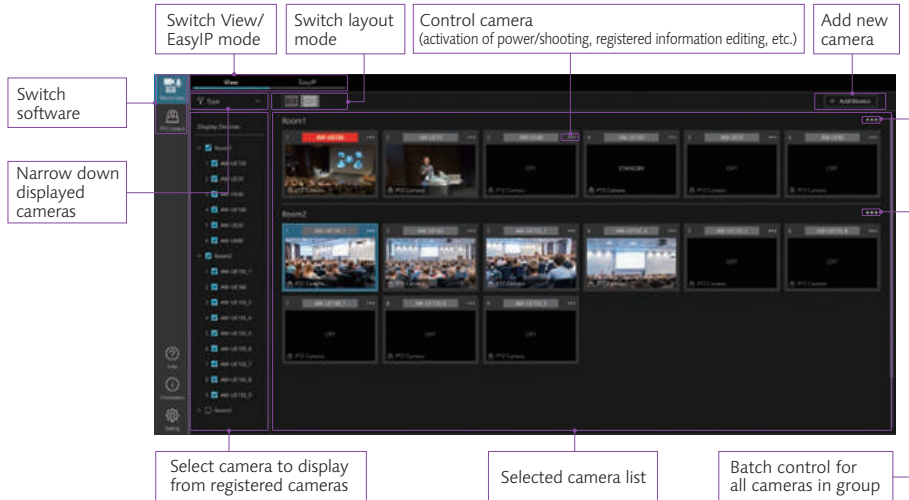
Device View

Streamlined camera management and status monitoring over the network.

1. View Mode | Quickly Confirming Connected Camera Status

Real-time status checks

Lists the status of each connected camera, including power on/off and tally. Thumbnails display each camera's video for quick confirmation of all PTZ camera angles. Use the GUI to activate power, etc., and create groups for selected devices as desired.



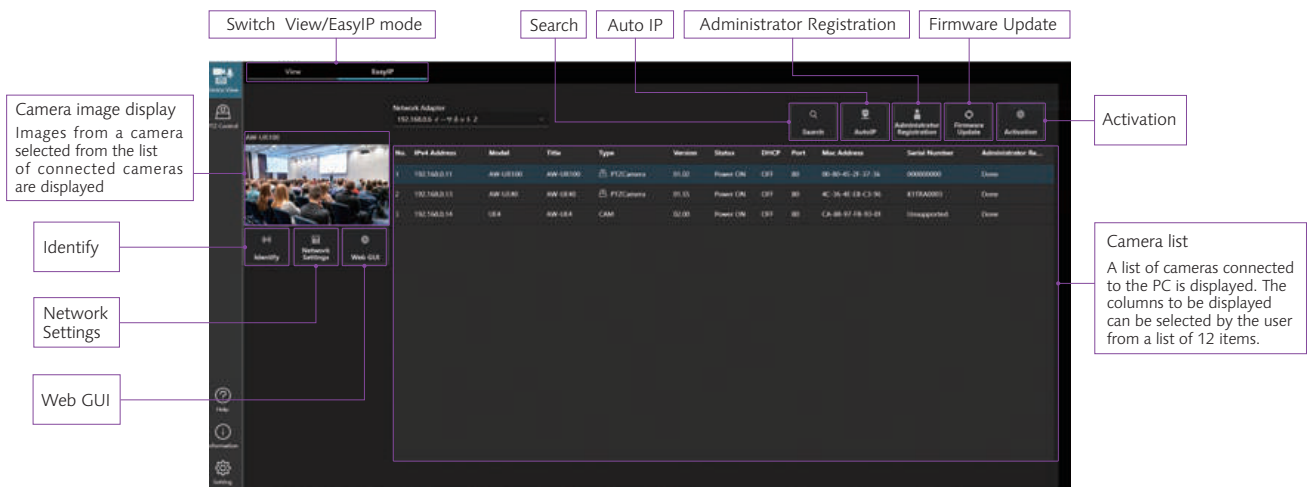
2. EasyIP Mode | Centralized Management of Settings

On-site Preparation

Panasonic PTZ Cameras connected to a PC can be detected and listed. Users can check camera information such as IP address and version number, and configure camera settings. For example, Auto IP assigns a series of IP addresses to PTZ Cameras, Identify*1 makes the power indicator of the active cameras flash for quick identification, and Administrator Registration*2 simultaneously assigns administrator accounts to selected PTZ Cameras.

Functions for streamlining regular management/maintenance operations

Network Settings allows any PTZ camera to be configured from the GUI screen and Web GUI uses the browser of the selected PTZ camera. Also, Firmware Update*3 automates PTZ camera firmware updates without accessing the website. NDI® HX activation, and SMPTE ST 2110 activation in AW-UE160W/K (requires optional paid software key AW-SFU60), are also available.*3



*1 AW-UE160W/K, AW-UE150W/K, AW-UE100W/K, AW-UE80W/K, AW-UE50W/K, AW-UE40W/K and AW-UR100.

*2 AW-UE160W/K, AW-UE150W/K, AW-UE100W/K, AW-UE80W/K, AW-UE50W/K, AW-UE40W/K and AW-UR100. Administrator account cannot be reconfigured once changed.

*3 PC must be connected to Internet.

Compatible products and system requirements:

<https://pro-av.panasonic.net/en/software/mps/dv>





PTZ Control

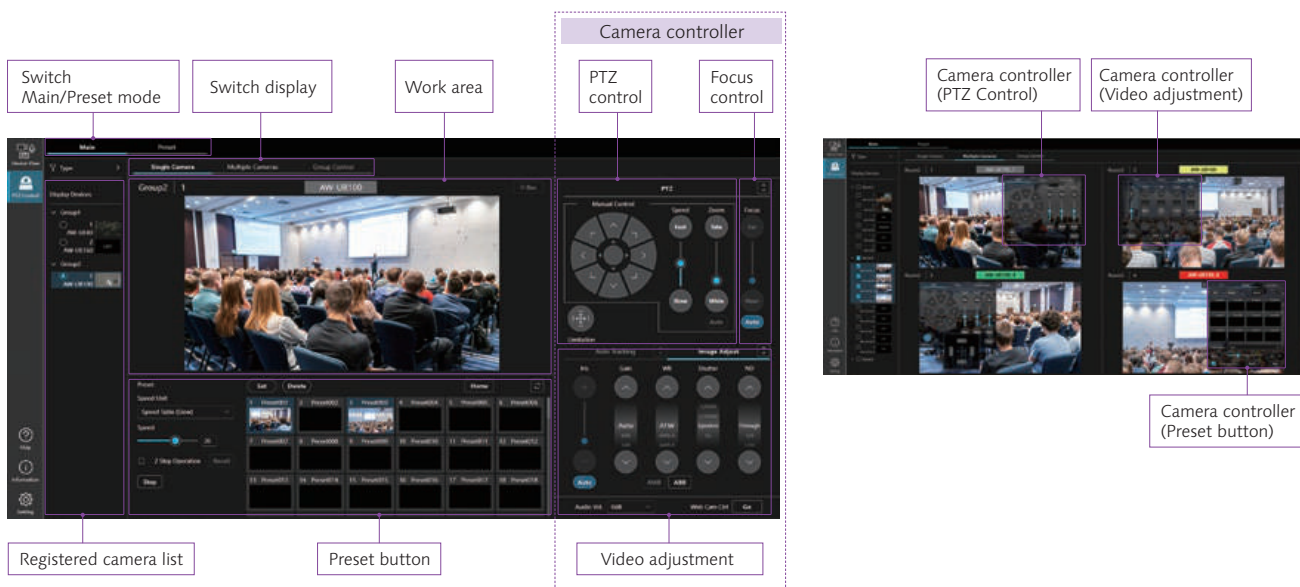
Centralized control of multiple PTZ cameras for smooth pan/tilt/zoom control and image adjustments via PC monitoring.

1. Main Mode | Intuitive Control PTZ Cameras

GUI for intuitive operation and control

Main mode allows intuitive control of pan, tilt, and zoom controls as well as image adjustments (focus, iris, gain, white balance, shutter, and ND filter) via the PC screen. Display up to 100 presets with thumbnails for quick recall. One to four cameras can be selected and

operated individually from a single screen, and up to 16 cameras can be controlled simultaneously in Group Control mode. A macro function that allows users to easily program camera movements to automate video shooting will be added in the future.



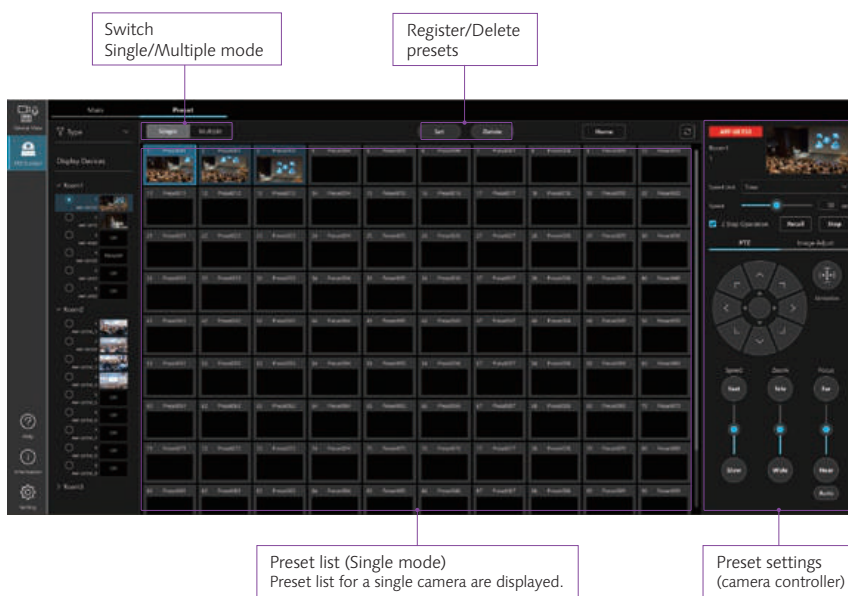
2. Preset Mode | Easy Confirmation and Management

Easy Preset Management

Use the Preset mode to register and modify presets as well as list them in two different modes: Single mode, which displays the presets of a single camera, and Multiple mode, which displays presets for multiple cameras. Preset List colors can be customized for better visibility.

Efficient centralized control and management of multiple cameras

Control multiple cameras simultaneously, including pan/tilt/zoom, preset registration/recall/deletion, focus, and iris.



Compatible products and system requirements:

<https://pro-av.panasonic.net/en/software/mps/ptzc>





Auto Tracking

Facial recognition and human body detection for high-precision tracking, intuitive and flexible shooting.

90-day
Free
Trial

Auto Tracking Software Key

AW-SF100
(License for one camera)

AW-SF200
(Basic license for multiple cameras)

AW-SF202
(2 additional licenses)

AW-SF203
(3 additional licenses)



Core features for high-precision auto tracking

Facial Recognition AI

Recognizes faces in video and matches them to registered faces

Human Body detection AI

Learns individual body features for high-accuracy detection



1. Facial Recognition and Human Body Detection for Accurate Auto Tracking

Detects registered faces even under challenging conditions

Using software-registered data, the system detects faces in videos for highly accurate auto tracking. Even in large auditoriums or in dimly lit event halls, Panasonic's proprietary library can quickly detect and authenticate small, hard-to-see faces.

Note: Face recognition data is stored only on the local PC and never on an external server on an external network.

Wide-angle view if speaker is lost and then auto tracking once target is reconfirmed

The camera smoothly moves to a wider home-position view if it loses track of the speaker, and then resume auto tracking once the target is reconfirmed. Quiet, stable images ensure friendly content so viewers can focus with minimal distraction.

Accurate human-body detection even tracks masked faces

Highly accurate human body detection using deep learning technology enables auto tracking of a speaker even if the speaker's face is hidden by a mask. Tracking can be initiated the moment a person is detected in a video, even without registering for facial recognition. Targets occupying a mere 1-2% of the total screen can be detected and tracked, so the camera does not lose track of the them, even if they move around on a stage, crouch down or are partially hidden by a podium or lectern.



2. Easy Installation and Efficient Operation

GUI for intuitive settings

Auto tracking settings are easy with the intuitive GUI, greatly reducing operator burdens.



Notes: Provisions for manual override by an operator are recommended if usage conditions result in a camera making a false detection or failing to detect a target.

Simple, low-cost installation without sensors or other devices

After installing Media Production Suite on a PC, simply connect a PTZ Camera and your auto tracking system is ready to go. Sensors or other equipment are not required, keeping the configuration simple and the startup cost low.

IP-based software for remote operation

IP-based software and connections for streaming and control enable cameras to be operated in remote classrooms.

Centralized management of multiple cameras

Auto tracking can be simultaneously active for up to 8 cameras, all of which can be managed within the same software. By using the multiple cameras tab on the GUI, up to 4 cameras can be monitored and operated on a single screen, reducing operator's workload and allowing auto tracking to be quickly resumed if a subject is lost.



3. Enhanced Auto Tracking Functions

Natural Camerawork

Camerawork is optimized for each camera type's specific characteristics to realize smoother, more naturally flowing movement. Robust auto tracking is also provided for zoomed-in shots, such as bust-up shots.

Flexible Angle Settings & Easy Recall

Three types of angle settings for target position and size can be set freely and easily. Press any angle button on the GUI to automatically recall the position and size of a subject within a frame, even if the subject moves back and forth or side to side, useful for product launches, lectures and similar events.

Auto Tracking Presets

Settings can be registered and recalled in conjunction with presets for desired operations.

Main screen settings

- Start/end position of tracking
- Face recognition
- Angle (Full, Full Body, Upper Body or OFF)
- Pan/tilt limitation

Detail settings

- Operation when tracking target detected
- Operation settings when preset is recalled
- Sensitivity level and PTZ speed settings
- Operation settings when tracking target is lost
- Mask Area setting
- Auto Start Area setting



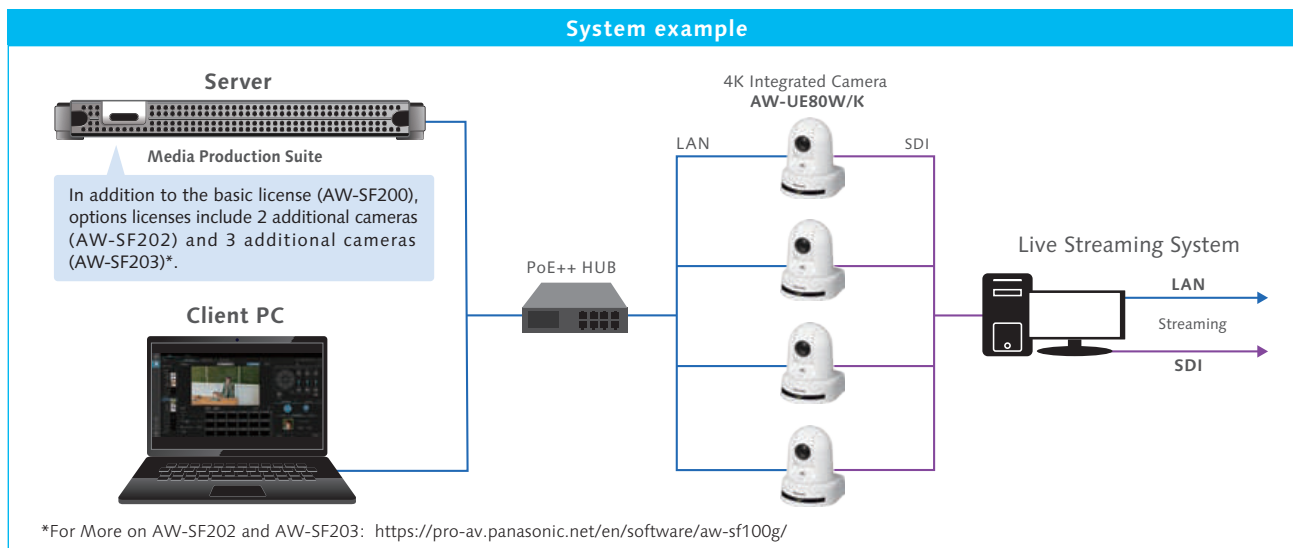
4. Two types of Licenses

Two types of licenses to match system size

The AW-SF100 can be used for controlling one camera while the AW-SF200 enables centralized control of multiple cameras, realizing flexible operations matched to each user's environment.

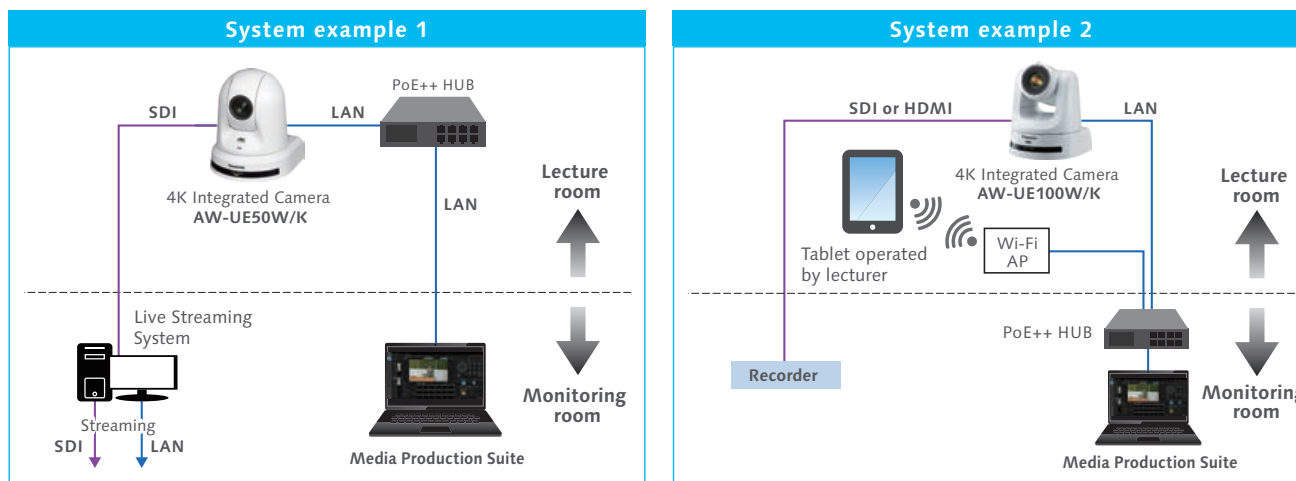
● Using AW-SF200 to manage operations at an entire school

Using a server for simultaneous auto tracking and controlling multiple cameras in a large auditorium and in multiple classrooms.

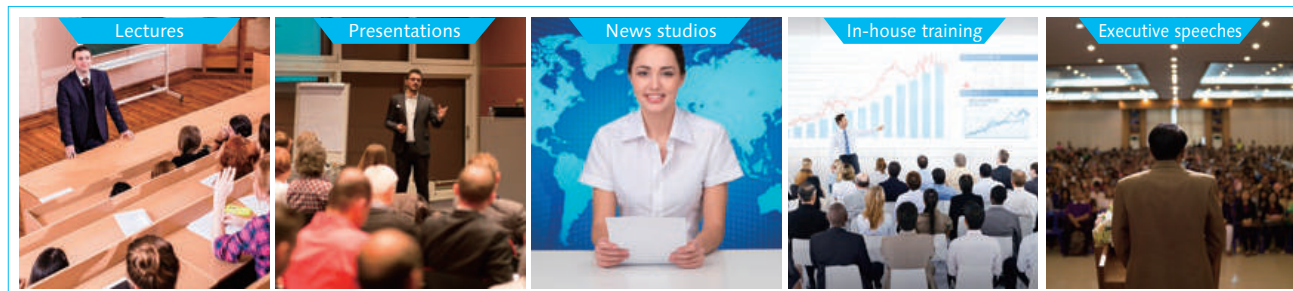


● Using AW-SF100 to manage operations at a classroom

Auto tracking and control of one camera with one PC



● Auto Tracking for Diverse Situations



Note: Compatible products/system requirements to be posted on Panasonic website as available



Visual Preset

GUI screen for switching subject of multiple PTZ Cameras with single click, enabling multi-angle video production with simple operation.

90-day Free Trial

Visual Preset Software Key
AW-SF300



1. Efficient, Centralized Control

Simultaneous control of multiple PTZ Cameras for multi-angle views

All cameras registered in a group can be directed toward a subject just by tapping the GUI's Call Trigger icon. Intuitive mouse/GUI control is ideal for users unfamiliar with video equipment operation. Also, link a PTZ camera to a Panasonic 1.9 GHz wireless microphone to enable auto switching on anyone speaking into the microphone.*

* US only

2. Easy Registration and Operation

GUI simplifies operation and preset registration

A separate GUI screen can be set for each shooting location, making it easy to manage the Call Trigger for the registered camera subjects. Camera positions are displayed as icons and each camera's icon in the active Call Trigger is highlighted, enabling cameras in operation to be confirmed at a glance.

Switch registered-room information

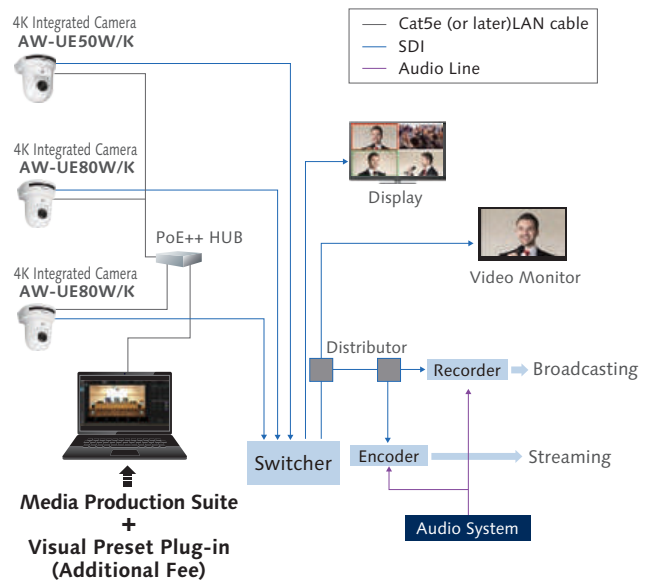
Photos or diagrams can be used for GUI background screens.

Icon indicating camera positions. Can be placed anywhere on screen. Active Call Trigger cameras highlighted.

Call Trigger icon recalls presets of associated cameras with one click. Note: Two-step preset recall possible.

Cameras registered to active Call Trigger are listed with their respective preset numbers.

● Example: Conference room



● Visual Preset applications



Compatible products and system requirements:

<https://pro-av.panasonic.net/en/software/aw-sf300/>





Video Mixer

Easy subject keying regardless of the shooting location, and easy composition of various video materials enable an expansion of the range of visual expression.



Video Mixer Software Key AW-SF400

Video Mixer Plug-in (video):
<https://www.youtube.com/watch?v=xwD9kxHITnQ>

1. AI Keying Easy Video Composition Regardless of Location

Keying without green backgrounds

Traditionally, dedicated equipment such as green backgrounds and lighting were required for chroma keying in which a captured person was composited with virtual background. AI Keying uses automatic image recognition to separate people from backgrounds, making it possible to perform chroma key-like compositions in conference rooms, classrooms and outdoors without any need for dedicated equipment. Using just a single PC, stunning video compositions can be created with surprising ease.

● Shooting without dedicated equipment

Conventional chroma key:
Requires equipment such as green backdrops and lighting.

AI Keying:
Keying possible in conference room or outdoors without dedicated equipment.

● High-quality compositing

Compositing with web conferencing tool:
Background remains on person and outline is rough.

Compositing with AI Keying:
Smooth, detailed separation due to high-accuracy subject extraction.

*Images for reference only

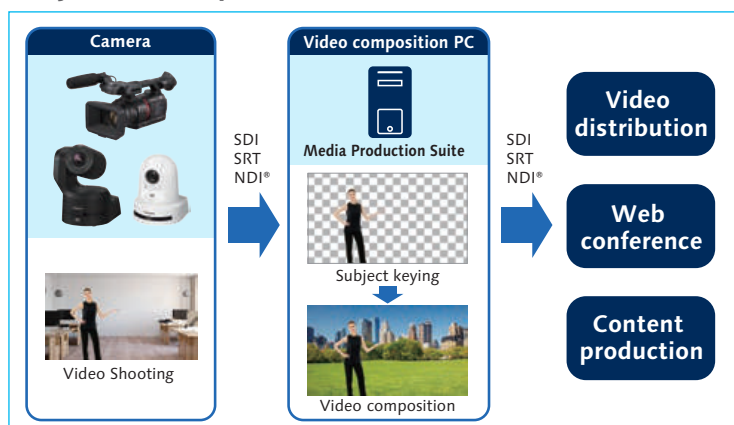
2. Simple, flexible video production

Video compositing and switching with intuitive GUI

Smart Switcher function allows multiple composition patterns to be registered, selected and composited with the single click of a mouse. It also supports SDI, SRT and NDI®*1 input/output, making it easy and simple to produce videos from diverse materials. Also, linking a PTZ camera to a Panasonic wireless microphone enables voice-triggered auto switching on anyone speaking into the microphone*2.

*1: NDI® is a registered trademark of Vizrt NDI AB in the United States and other countries.
 *2: Future support planned.

● System Example





● Wide applicable Video Mixer

Presentations	Virtual interviews	Video programs
Compositing materials and presenters for impressive presentations	Compositing remote speakers in one space	Easy compositing of videos and studio footage

*Images for reference only

Supported products and system requirements:

<https://pro-av.panasonic.net/en/software/mps/vm>



PTZ Virtual USB Driver

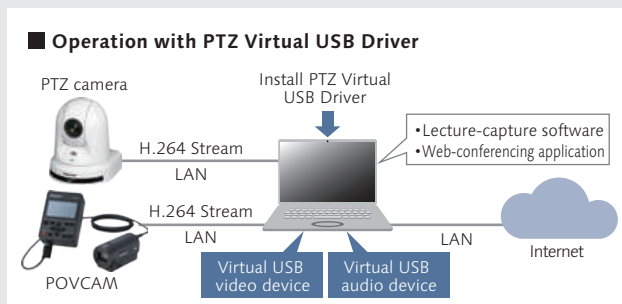
Any Panasonic PTZ camera or professional camera recorder* on a LAN can be recognized and used as a USB camera, and remote cameras can be used as virtual USB cameras.

* Professional Camcorder/Recorder (AG-CX350 & AJ-CX4000GJ)

1. High-quality Video for Web Conferencing and Lectures

Using LAN-based PTZ Cameras as virtual USB cameras

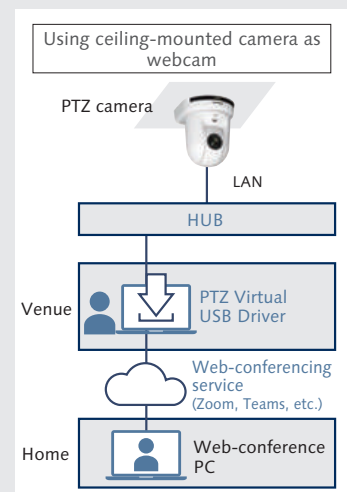
Panasonic Remote Cameras and Professional Camera Recorders lacking a USB port can be recognized as virtual USB cameras via a LAN connection, enabling high-quality video via web-conferencing applications or lecture-capture software.



2. PTZ camera as webcam for remote operation without USB connection

Achieving remote operation when USB cable connection not possible

PTZ cameras installed in ceilings or other places not accessible via USB cable can be used as virtual USB cameras. Also, multiple PTZ cameras can be connected to a PC via a single LAN cable for a simple system design.



System requirements:

https://pro-av.panasonic.net/en/software/ptz_vud/



To use the plug-ins in the Media Production Suite

Installing Media Production Suite enables access to free trials of paid plug-ins such as Auto Tracking, Visual Preset and Video Mixer. To continue using the plug-in, purchase a software key and activate the plug-in with the key on the Media Production Suite. Please contact a sales company to purchase a software key.

How to activate plug-ins

1. Install the Media Production Suite.
2. Order a software key from a sales company.
3. A box or an e-mail* containing the software key will be delivered.
4. Follow the instructions in the Media Production Suite Operation Manual to activate the plug-in.

AW-SF100/200/202/203 or AW-SF300 licenses used on the existing software can continue to be used as plug-ins licenses for the Media Production Suite (Some specifications of plug-ins may vary from the existing software).

* The software key can also be purchased in some regions such as the US and EU via electronic software delivery, in which an activation key code can be delivered to your email address provided. Please contact the local sales company for details.

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