

NEW SOFTWARE-BASED MEDIA PRODUCTION SUITE FOR INTUITIVE AND EFFICIENT VIDEO PRODUCTION

Demonstrating at ISE 2024: New Media Production Suite and its Video Mixer plug-in that uses AI technology with the AI Keying function to eliminate the need for a green background, even when shooting outdoors.

Wiesbaden, DE. 30th January 2024 – Panasonic Connect Europe today announced its new software-based Media Production Suite to consolidate PC software for Panasonic's professional camera systems into one convenient platform. It provides access to multiple functions on a single GUI screen for highly intuitive and efficient on-site video production. The Media Production Suite, available free of charge, also offers various paid plug-ins that will continue to be expanded in the future.

With the use of video increasing in the academic and corporate world, the new Media Production Suite streamlines camera setup and provides a wide range of features to enable high-quality video production with small teams. An intuitive touch-based GUI screen makes operation easy, enabling high-quality video production by non-specialist personnel.

The fundamental functions of Device View and PTZ Control are included in the Media Production Suite free of charge. Additional paid for plug-ins include Video Mixer, Visual Preset and Auto Tracking.

The **Device View** feature centralises the management of multiple PTZ cameras from a single PC, including camera network settings, status checks and power. It automatically detects all connected cameras to simultaneously implement network settings and firmware upgrades from a PC for efficient network-wide video management.

With **PTZ Control** users can adjust camera pan, tilt and zoom as well as focus, iris, gain, white balance, shutter and ND filter while viewing video output from a PC. It accepts up to 100 presets for smart operation.

A wide range of paid plug-ins can also be added to the platform to meet specific needs, such as auto-tracking for accurate tracking using facial recognition and body detection to follow unexpected movements for fluid automated video capture.

The soon to be added **Video Mixer** plug-in will leverage AI technology with the AI Keying function to eliminate the need for a green background when compositing backgrounds, even when shooting outdoors. It supports P-in-P processing, automatic video switching linked to microphone, plus SDI, NDI®* and SRT input/output.

Lastly, **Visual Presets** allows users to simply click an icon to point multiple PTZ cameras at a subject for multi-angle productions. It's also possible to link a PTZ camera and a Panasonic wireless microphone to automate video capture of speakers, for example at hybrid conferences.

The Media Production Suite is available immediately and is being demonstrated at the Panasonic stand in the Corporate Production Studio at ISE 2024 in Barcelona.

For more information, please visit: <https://eu.connect.panasonic.com/gb/en/products/broadcast-proav/media-production->

suite

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About the Panasonic Group

Founded in 1918, and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022, with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. The Group reported consolidated net sales of 8,378.9 billion yen (ca. 59.4 billion Euro) for the year ended March 31, 2023. To learn more about the Panasonic Group, please visit:

<https://holdings.panasonic/global/>

About Panasonic Connect Europe GmbH

Panasonic Connect Europe began operations on October 1st, 2021, creating a new Business-to-Business focused and agile organisation. With more than 400 employees and led by CEO Hiroyuki Nishiuma, the business aims to contribute to the success of its customers with innovative products and integrated systems and services – all designed to deliver its vision to Change Work, Advance Society and Connect to Tomorrow.

Panasonic Connect Europe is headquartered in Wiesbaden and consists of the following business divisions:

- The **Mobile Solutions Business Division** helps mobile workers improve productivity with its range of Toughbook rugged notebooks, business tablets and handhelds.
- The **Media Entertainment Business Division** incorporating **Visual System Solutions** offers a range of high brightness and reliable projectors as well as high quality displays; and **Broadcast & ProAV** offers Smart Live Production solutions from an end-to-end portfolio consisting of PTZ and system cameras, camcorders, the Kairos IT/IP platform, switchers and robotic solutions that are widely used for live event capture, sports production, television, and xR studios.
- **Business and Industry Solutions** delivers tailored technology solutions focused on Retail, Logistics and Manufacturing, using its unique Gemba Process Innovation approach. Its purpose is to increase operational efficiency and enhance customer experience, helping businesses to perform at their best, every day.
- **Panasonic Factory Solutions Europe** is helping to make smart factories a reality with its wide range of automated solutions including electronics manufacturing solutions, robot and welding systems and software solutions engineering.

For more information please visit: <https://eu.connect.panasonic.com>

Please visit Panasonic Connect Europe's LinkedIn page: <https://www.linkedin.com/company/panasonic-connect-europe/>