

PANASONIC EXPANDS LINE-UP OF Intel[®] SDM PRODUCTS FOR ULTIMATE CUSTOMER FLEXIBILITY

Panasonic projectors and displays compatible with the Intel[®] Smart Display Module (SDM) specification work with a wide variety of proprietary and third-party function boards

Wiesbaden, DE. 30th January 2024 – Panasonic Connect Europe today announced an expansion of its line-up of Intel[®] SDM specification slot-compatible products at ISE 2024, confirming its commitment to flexibility and choice through its visual solutions. By embracing the Intel[®] SDM specification, Panasonic's visual systems can evolve with customer needs, enabling users to adopt emerging trends while enhancing flexibility, efficiency and sustainability.

Embracing the Benefits of Intel[®] SDM Specification Compatibility

With a dominant AVoIP standard yet to emerge, Intel[®] SDM compatibility provides several benefits as the industry shifts to N-to-N multicast via AVoIP. Opting for Intel[®] SDM specification-compatible boards allows customers to choose an AVoIP standard that best meets their use case, reducing conversion devices, simplifying system complexity and enabling transmission of media content over long distances via cost-effective CAT5/6 cable.

Earning Trust with Rigorous Testing

Panasonic Connect's vision is a future where visual solutions transform into high-performance edge terminals, enhancing functionality while minimising system complexity. Panasonic projectors and displays compatible with the Intel[®] SDM specification work with a wide variety of proprietary and third-party function boards. Rigorous in-house verification for these [boards](#) confirms interoperability and inspires confidence and peace of mind for customers.

Panasonic Connect will continue to verify PC boards equipped with next-generation CPUs and function boards compatible with various AVoIP standards such as NDI[®], SDVoE[™], IPMX, and others. It is also developing specific integrations with IT/IP Platform [KAIROS](#) for seamless glass-to-glass broadcasting and live-streaming applications.

"Panasonic is offering a full portfolio of Intel[®] SDM compatible products and will continue to cultivate partnerships for compatible third-party products, such as the upcoming Crestron DM NVX software platform available on Intel[®] SDM that will be shown at the Panasonic booth at ISE," said Hartmut Kulesa, European Marketing Manager for Visual System Solutions at Panasonic Connect Europe. "This shift provides customers with tailored applications that simplify system layouts and improve reliability by reducing reliance on media servers, signal converters, switchers, racks, cables, and other peripheral equipment."

Sustainability Benefits

Sustainability benefits of the Intel[®] SDM enabled approach include modular upgrades to display endpoints without full unit replacement and connectivity flexibility, all while reducing resources and carbon footprint. The approach reduces reliance on peripheral equipment, lowering energy consumption and aligning with operators' Sustainable Development Goals. Users of proprietary function boards can also benefit from streamlined troubleshooting and remote device management via Multi Monitoring & Control Software, all complemented by after-sales service from a common manufacturer.

For more information on Intel[®] SDM-ready Panasonic visual systems and their compatibility with proprietary and third-party function boards, please click [here](#).

Solutions from the following partners are on display at the Panasonic booth at ISE:

- | | | |
|------------|----------------|------------|
| - Crestron | - FRAMR | - Giada |
| - Matrox | - Spinetix | - Aaeon |
| - Apantac | - Sedna | - Axiomtek |
| - Birddog | - ETC Onlyview | - GigaIPC |
| - Hive | - Advantech | |

Panasonic Press contact:

Jim Pople
C8 Consulting
jim@c8consulting.co.uk
+44 (0)7955 030191

Panasonic Press contact:

Daniela Karakaci
European Field Marketing Manager, Visual System
Solutions
Daniela.Karakaci@eu.panasonic.com

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

Panasonic Connect Europe began operations on October 1st, 2021, creating a new Business-to-Business focused and agile organisation. With more than 400 employees, the business spearheads operations with its major new B2B solutions initiative called "Gemba Process Innovation", supported by its wide business product range.

Panasonic Connect Europe is headquartered in Wiesbaden and consist of the following business units:

- The **Mobile Solutions Business Division** helping mobile workers improve productivity with its range of Toughbook rugged notebooks, business tablets and handhelds.
- The **Media Entertainment Business Division** incorporating **Visual System Solutions** offering a range of high brightness and reliable projectors as well as high quality displays; and **Broadcast & ProAV** offering 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** delivering tailored technology solutions focused on Retail, Logistics and Manufacturing. Designed to increase operational efficiency and enhance customer experience, helping businesses to perform at their best, every day.
- **Panasonic Factory Solutions Europe** selling a wide range of smart factory 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/>