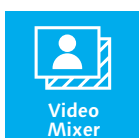
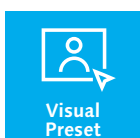
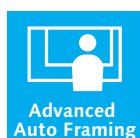
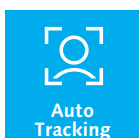
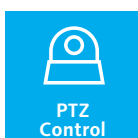
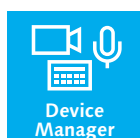


# Panasonic

## 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 software platform provides functions to improve video-recording quality and efficiency with Panasonic cameras in a variety of settings, including online lectures, webinars, conferences, lectures and studio shoots. Key features include centralized device management and monitoring, and simplified camera setup, management and control in demanding shooting environments. Paid plug-ins provide additional features to streamline operations and enable high-quality video production with minimal staff.

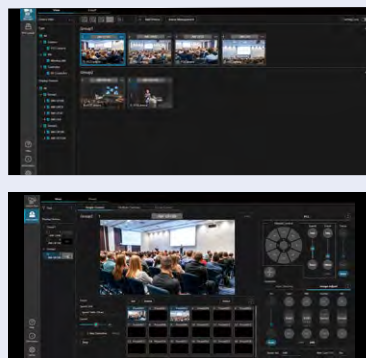
## Media Production Suite Introduction (video):

<https://www.youtube.com/watch?v=V4NVla39dc8>



## Basic Functions

for smooth video  
shooting



## Device Manager

UPDATE

Easy and efficient device setup  
and operation

>>> p.4

## PTZ Control

Easily manage and monitor multiple  
PTZ cameras via batch control from  
a PC

>>> p.5

## Plug-ins

(Additional Fee)\*1  
for smooth video  
shooting



## Auto Tracking

Accurate tracking technology using  
facial recognition and human body  
detection

>>> p.6 and 7

## Advanced Auto Framing\*2

Automatically capture natural,  
high-quality, well-framed video  
with PTZ cameras

>>> p.8

## Visual Preset

Switch subject of multiple PTZ  
cameras with a single click

>>> p.9

## Video Mixer

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

>>> p.10

## Image Adjust Pro\*2

NEW

Enables Image Adjustment of  
Studio and PTZ Camera Feeds  
from PC or Tablet

>>> p.11

\*1: See "To use the plug-ins in the Media Production Suite" on page 12. \*2: The screen is under development and the actual specifications may differ.

### For users of existing PTZ camera software (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](https://www.pass.panasonic.co.jp/pro-av/support/content/faq/EN/faq_mps.htm)



# Media Production Suite for Smart Operation and Rich Expression



## Features

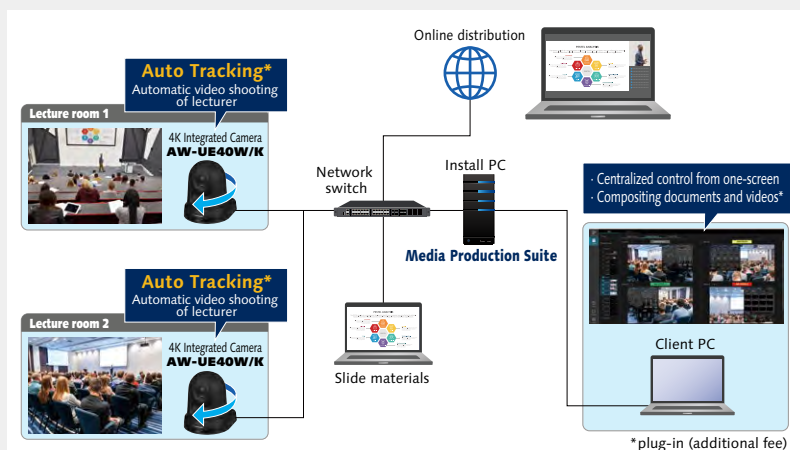
- ▶ Enhanced Efficiency with Smart Operation
- ▶ Expand Your Creative Capabilities with Optional Plug-Ins
- ▶ Intuitive Operation with a Unified GUI

## Sample Applications

### CASE 01

#### Easy management of PTZ cameras in different classrooms during online lecture

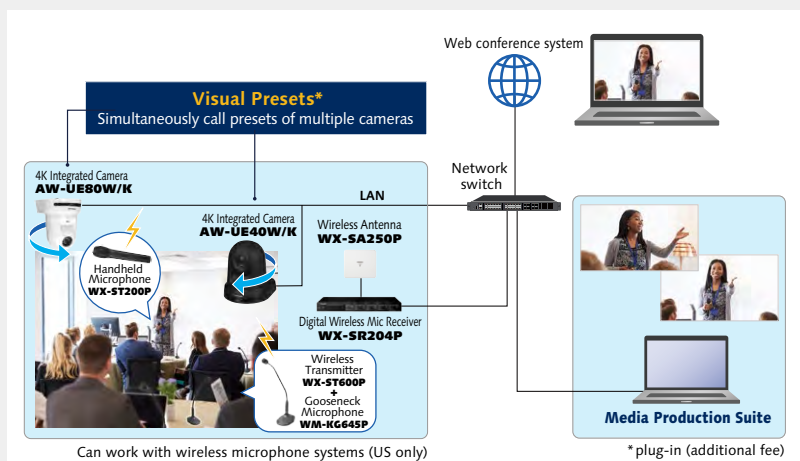
Manage PTZ cameras in separate classrooms from a single PC. Quickly check connection status and automatically update firmware, even on a large scale, such as cameras in numerous classrooms on a big university campus. Use the Auto Tracking plug-in to eliminate the need for dedicated personnel and controllers,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





UPDATE

# Device Manager

(formerly Device View)

Streamlined camera management and status control 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 the video of each camera in operation, allowing the angles of multiple PTZ cameras to be confirmed at a glance. The GUI enables activation of power, etc., and groups can be created for selected devices as desired.

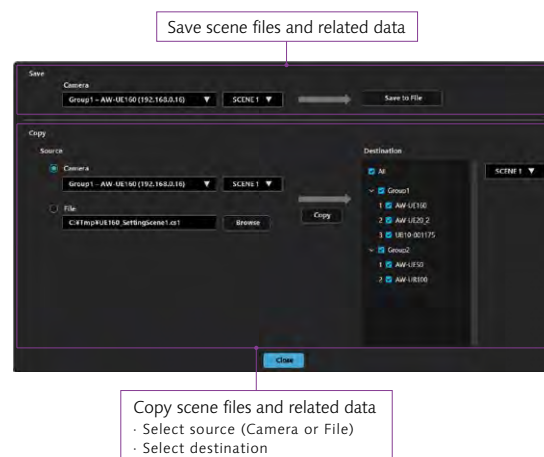
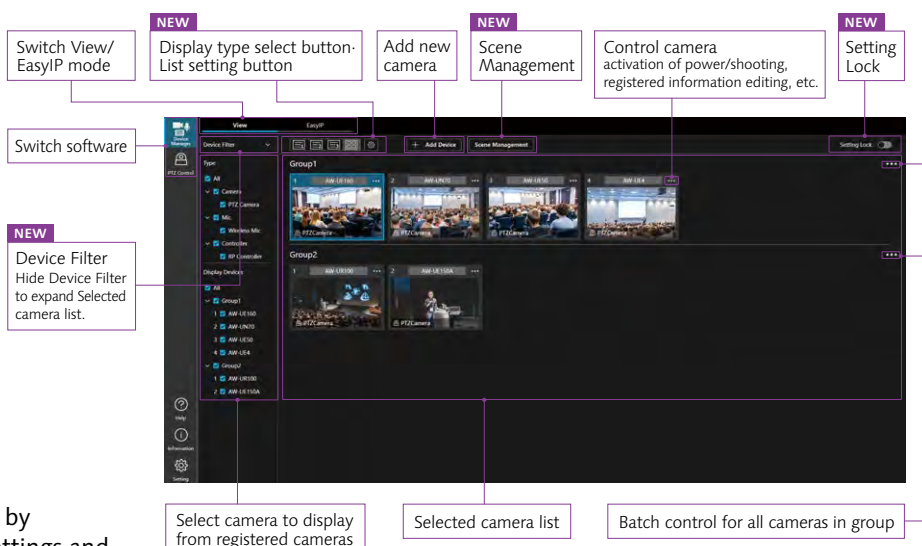
### Centralized Management of Multiple Cameras NEW

Display connected cameras grouped by category, allowing quick access to settings and status. System format, iris, white balance, and gain can be adjusted directly. Multiple camera settings can be viewed and modified within the same screen, enabling more efficient operation.

### Efficient Operation with Scene File Save, Restore, and Copy Functions NEW

Scene files and related data can be saved to a PC via the scene file management screen. Saved data can be restored as needed, and batch copying to other cameras of the same model is supported. This enables quick duplication of settings across multiple cameras, streamlining tasks such as angle and color matching, and significantly reducing setup time on site.

Supported models: AW-UE160W/K, AW-UE150AW/AK, AW-UE150W/K, AW-UE100W/K, AW-UE80W/K, AW-UE50W/K, AW-UE40W/K, AW-UR100GJ



## 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-UE150AW/AK, AW-UE150W/K, AW-UE100W/K, AW-UE80W/K, AW-UE50W/K, AW-UE40W/K and AW-UR100.

\*2 AW-UE160W/K, AW-UE150AW/AK, 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.

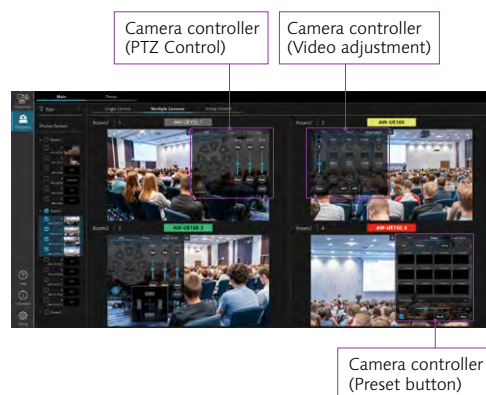
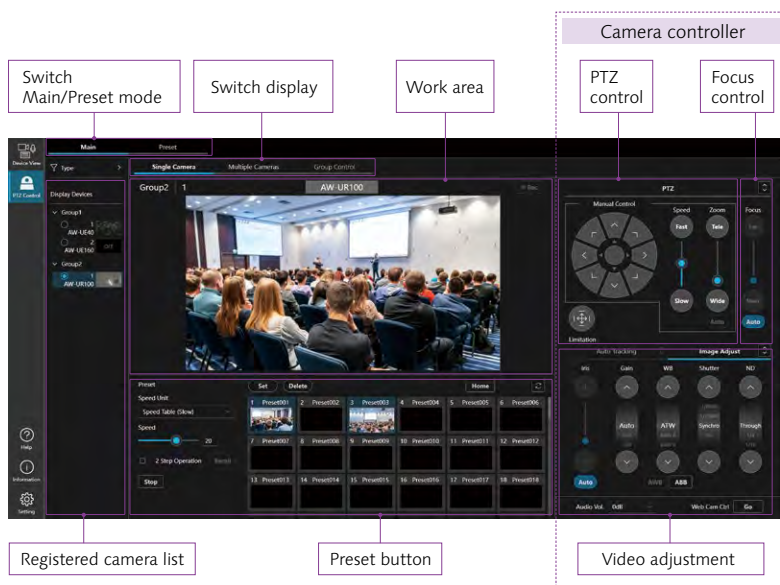
## 1. Main Mode

## 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

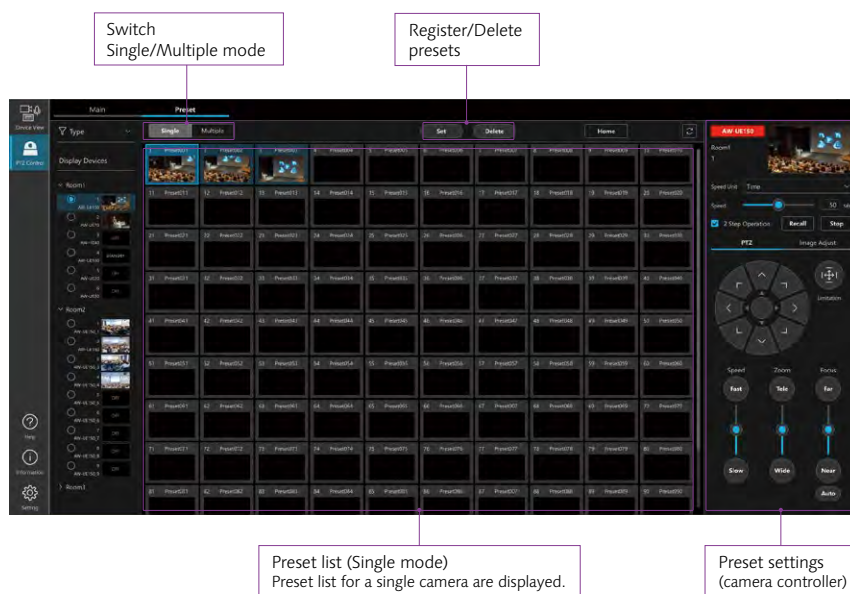
## Easy Confirmation and Management

### 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)



## 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.

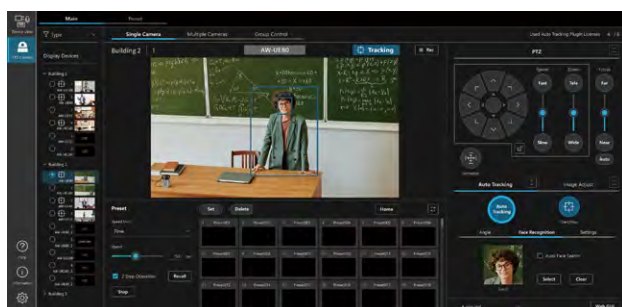
### Accurate human-body detection even tracks masked faces

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.



### 3. Multi-camera operation

#### 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.



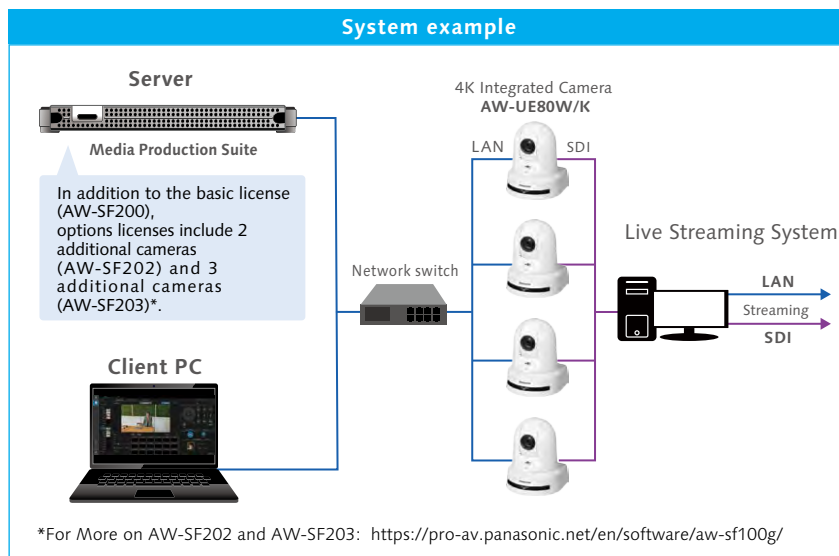
### 4. Two types of Licenses

#### 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.

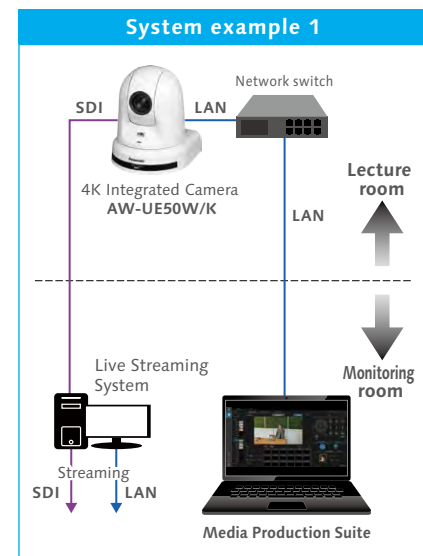
#### ● Using AW-SF200 to manage operations at an entire school

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



#### Compatible products and system requirements:

<https://pro-av.panasonic.net/en/software/aw-sf100g/>





# Advanced Auto Framing

Auto Framing enables professional-quality video production and provides multiple framing presets for highly efficient on-site workflows.

**30-day  
Free  
Trial\***

\*Trial version allows control of up to three framing cameras.

## Advanced Auto Framing Software Key

### AW-SF501

(Perpetual license for one framing camera)

### AW-SF503

(Perpetual license for three framing cameras)

### AW-SF501W

(7-day limited license for one framing camera)

### AW-SF503W

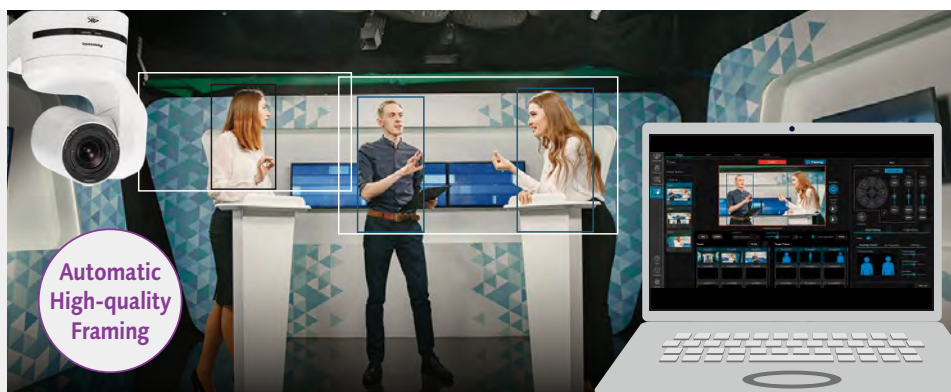
(7-day limited license for three framing cameras)

### AW-SF501M

(30-day limited license for one framing camera)

### AW-SF503M

(30-day limited license for three framing cameras)



\*This product is available in limited regions. Please check with your local sales company for availability.

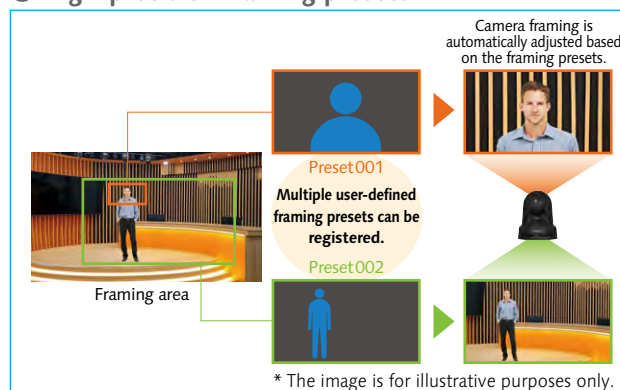
\*The AW-UE160's Auto Framing feature supports selected Advanced Auto Framing options, some of which require a camera firmware or Media Production Suite update.

## 1. Automatic High-quality Video with User-defined Framing

### Professional-level Auto Framing

Custom framing realizes professional-level, high-quality auto framing. Advanced human-body detection and camera control ensure stable shooting angles, even with moving subjects, as well as consistent headroom. Up to 20 framing presets can be registered. A group shot that captures up to 10 subjects in a single frame is also supported. In addition, facial recognition with pre-registered facial data can be used to automatically frame specific individuals.

#### ● High-precision framing presets



## 2. Intuitive Operation with User-friendly Control

### Control via GUI and Remote Camera Controller

The intuitive GUI, which enables easy setup and operation supporting a touch-panel tablet, can be used in conjunction with Panasonic's AW-RP150 and AW-RP60 Remote Camera Controllers. For fine-tuning the camera angle, seamless switching between automatic and manual framing operations is possible.

### Multi-camera Auto Framing

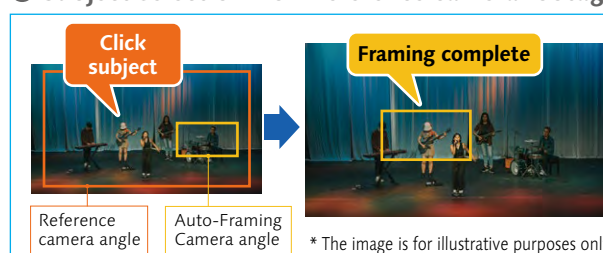
The GUI's multi-camera display feature provides streamlined views and simultaneous control of multiple PTZ cameras. Multiple camera feeds can be monitored and presets on multiple cameras can be easily switched on a single screen, allowing seamless integration of multi-camera setups, even when on-site staffing is limited.

Note: Software key required to activate multi-camera control functionality

### Enhanced Shooting Capabilities with Reference Camera Integration

The system enables seamless integration between an auto-framing camera and a reference camera that captures the entire scene. If the system detects that a subject has moved out of the auto-framing camera's view, it switches to the reference camera feed for framing the subject. In addition, smooth transitions between single-person and group shots ensure complete scene coverage.

#### ● Subject selection from reference camera footage



## Compatible products and system requirements:

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







# 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

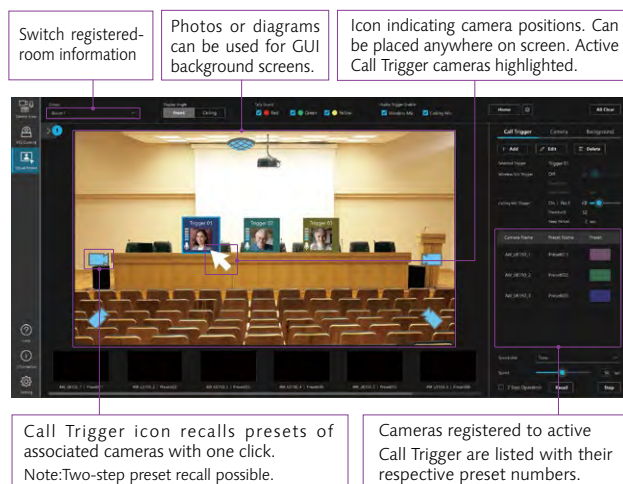
All cameras registered in a group can be directed toward a subject just by tapping the GUI's Call Trigger icon. Intuitive mouse/GUI control is ideal for users unfamiliar with video equipment operation. Also, link a PTZ camera to a Panasonic 1.9 GHz wireless microphone to enable auto switching on anyone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

\* US only

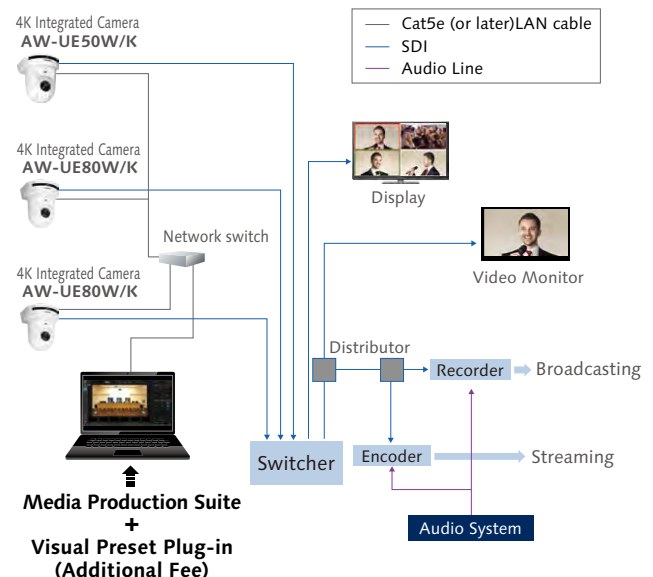
## 2. Easy Registration and Operation

### 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.



### ● Example: Conference room



### ● Visual Preset applications



### Compatible products and system requirements:

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





# Video Mixer

AI support for professional video effects and live streaming, and easy composition of various video materials enable an expansion of the range of visual expression.

**30-day  
Free  
Trial**

**Video Mixer  
Software Key  
AW-SF400**

**Video Mixer  
Plug-in (video):**

<https://www.youtube.com/watch?v=xwD9kxHITnQ>



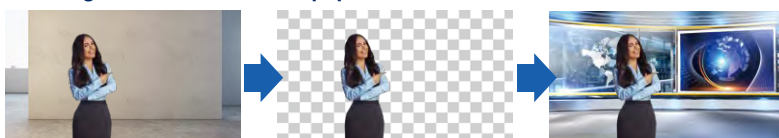
**Simplified  
video  
composition**

## 1. Easily Achieve Professional Visual Effects with AI

### AI Keying

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**



### AI Effect Filter

Real-time filter processing is achieved through high-precision AI face detection combined with facial recognition. Faces in the frame are automatically detected to apply customized filters for up to 25 individuals.

**Example: Image Overlay**



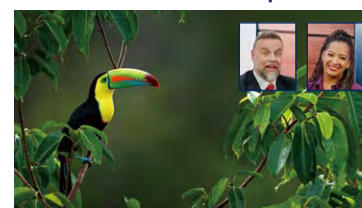
### AI Face Crop

AI Face Crop uses AI-powered face detection to recognize and track specific individuals to automatically insert face PinP (Picture-in-Picture) overlays in real time. A single camera can display multiple face PinP overlays simultaneously eliminating the need for multiple cameras.

**Shooting Frame**



**Face PinP with AI Face Crop**



\* The images are for illustrative purposes only.

## 2. Simple, flexible video production

### Video compositing and switching with intuitive GUI

Smart Switcher function (four inputs/two outputs) allows multiple composition patterns to be registered, selected and composed with the single click of a mouse. It also supports SDI, SRT and NDI<sup>®</sup>\*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<sup>®</sup> is a video connectivity technology and is registered as a trademark by Vizrt NDI AB in the United States and other countries. \*2: Future support planned.

#### ●Diverse Features for Various Uses

- ▶ Compatible with embedded audio input/output via SDI, NDI<sup>®</sup> and SRT.
- ▶ External API control via HTTP and TCP.

#### Supported products and system requirements:

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







NEW

# Image Adjust Pro

Software plugin allows studio and PTZ camera images to be adjusted with a PC or tablet, realizing more flexible and efficient workflows for professional video production.

Image Adjust Pro  
Software Key

AW-SF600



Image  
adjustment  
via various  
devices

## 1. Streamlined Camera Control and Image Adjustment

### Compatible with a Wide Range of Studio and PTZ Cameras

In addition to Panasonic studio cameras, the plugin supports PTZ camera control.\* Even in large, complex, multi-camera productions involving various camera types, the plugin enables centralized control and image adjustment from a unified software interface for smooth operation regardless of the camera model.

\* Initially compatible with the AK-UCX100, AK-UC4000/UC4000B, and AK-UC3300 studio cameras, as well as the AW-UE160 and AW-UE150A PTZ cameras and the AK-UBX100 multipurpose camera. Support for the AW-UE150 and AW-UR100 PTZ cameras will be added in a future update.



### Concurrent Camera Monitoring and Adjustment

Users can choose from two intuitive interfaces: a list view that displays the status of up to 20 cameras per license and a panel view that emulates a hardware remote operation panel (ROP) for displaying and controlling multiple cameras.

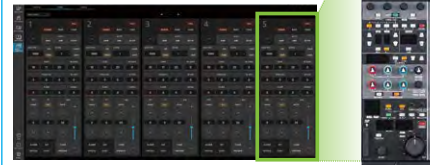
#### Overview Screen

List-style interface for displaying and operating up to 20 cameras per license.



#### Panel Screen

Hardware ROP-style interface for displaying and operating multiple cameras on a single screen with a panel layout.



Note: Screens shown are under development and subject to change.

## 2. Flexible Operation Without Space Constraints

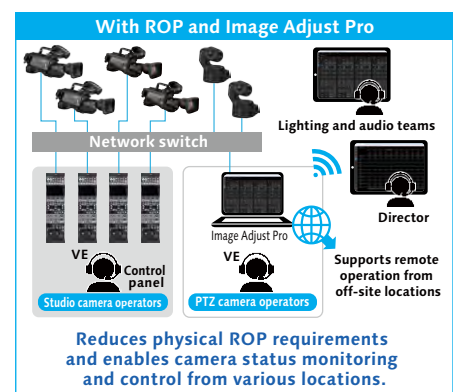
### Accessible from Multiple PCs and Tablets

In addition to the PC on which it is installed, the plugin can be accessed from multiple devices on the same network. This allows directors, lighting and other technical staff to access the adjustment interface from their stations, enabling a flexible, collaborative workflow that eliminates physical limitations.

### Three GUI Layouts Tailored to User Needs

Three distinct GUI options are available for the control panel: a hardware-style layout that mirrors the AK-HRP1010GJ's button configuration; a graphical layout reminiscent of video editing software; and a customizable UI that displays only essential controls.\*

\*The graphical layout and custom UI are planned for future updates.



### Supported products and system requirements:

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





# PTZ Virtual USB Driver

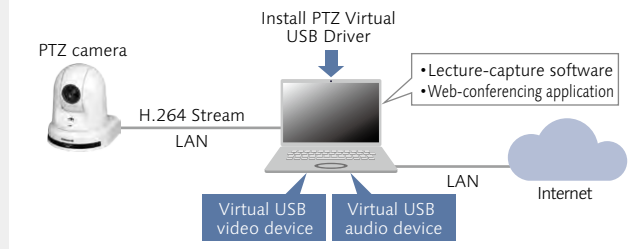
**Any Panasonic PTZ camera or professional camera recorder\* on a LAN can be recognized and used as a USB camera, and remote cameras can be used as virtual USB cameras.**

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

## Using LAN-based PTZ Cameras as virtual USB cameras

Even Panasonic PTZ cameras and professional camera recorders without USB ports are recognized by the plugin as virtual USB cameras via a LAN cable. This allows seamless integration with web conferencing applications and lecture-capture software for high-quality video at meetings and lectures.

### ■ Operation with PTZ Virtual USB Driver



### System requirements:

[https://pro-av.panasonic.net/en/software/ptz\\_vud/](https://pro-av.panasonic.net/en/software/ptz_vud/)



## To use the plug-ins in the Media Production Suite

After installing the Media Production Suite, paid plug-ins can be activated for features such as Auto Tracking, Advanced Auto Framing, Visual Preset, Video Mixer, and more. Plug-ins that offer a free trial period require a separate software key to be purchased (via a reseller) and activated for continued use.

### 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-in 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.

### Handling of personal information registered in our software

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Broadcast and  
Professional  
AV Website



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Mobile App