

## Panasonic Expands 4K Display Lineup at ISE 2020

Written by Alice Marshall  
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Panasonic incorporates the Intel Smart Display Module (SDM) in a refreshed 4K LCD display lineup at ISE 2020, with higher brightness models and new designs suitable for digital signage and smart retail applications.

The SQ1H series offers 86-, 75-, 65- and 55-inch models, all with increased panel brightness reaching 1000cd/m<sup>2</sup> or 2000cd/m<sup>2</sup>. This ensures content is displayed clearly even when installed in shop front windows, sunlit environments such as atriums and lobbies, or built-in outdoor kiosks. The displays are also the first to feature the Intel SDM slot, enabling use in retail applications requiring integrated computing capabilities. For instance, a display including a camera running facial recognition software on the SDM module can identify passersby and play tailored advertising or marketing offers.

The Intel SDM standard easily integrates into the slim design of the SQ1H series, and is compatible with the Windows, Linux and Android operating systems. It also provides future-proof connectivity by supporting multiple generations of Intel processors, higher bandwidth capabilities and future higher resolution displays.

To further capture the attention of passersby the displays feature an HDR-compatible 12-axis colour management function allowing display of a wide range of contrasts. The displays also meet the BT.2020 standard to deliver rich colour 4K images. Connectivity comes through a single LAN cable, and the displays are compatible with DIGITAL LINK to reduce costs. A USB

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media player function enables the operation of digital signage without need for a dedicated player.

Also on show at ISE 2020 is the SQE1 series, a refresh of the current SQ1 series adding wifi capability while maintaining the features expected from a premium public signage range. Panel sizes range from 98- to 43-inch, and all feature durable designs suitable for vertical installation and 24-hour operation in public environments such as train stations, airports and commercial facilities. The range includes the Intel SDM slot and a wide range of connectivity (HDMI, DisplayPort in/out, USB-C), making it easy to connect with various playback equipment and expansion boards. It also includes built-in speakers for playing audio content.

A final display range is the CQE1 series. Designed for meeting room or classroom use, the range offers 7 models in sizes ranging from 98- to 43-inch, all with 4K picture quality. Panasonic claims continuous operational capability reaching 16 hours a day, and built-in VESA compatibility allows for easy mounting using a general purpose bracket. Connectivity includes HDMI and USB-C, and built-in speakers allow for audio.

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