

Panasonic Opens New Professional Displays Experience Centre

Written by Bob Snyder
13. 06. 2011



Pinewood Studios

Panasonic opens its new **Professional Displays Experience Centre** at Pinewood Studios in the UK. Built alongside the existing Broadcast Centre, the purpose-built facility will showcase Panasonic's latest display solutions and applications such as 3D, signage, studio and gesture interaction.

Located in the heart of the famous Pinewood Studios, Buckinghamshire, the centre has been created as a hands-on laboratory for seeing the technology in action. Interest has been noted from across the board, with designers and architects keen to get involved, as well as large corporations looking for new technologies to make their office building stand out. The digital signage area will also be a draw for Out of Home professionals, broadcast and advertising agencies.

Panasonic collaborated with leading hardware and software partners including **U-touch**, **Spinetix Technoframe**

and

RadVision

, as well as

Hego

and

Grand Visual

to create an Experience Centre with different zones (including home cinema, professional 3D, broadcast, retail, presentation and conference and some new medical applications).

"We are thrilled about the launch of the Professional Displays Experience Centre as it provides us with the opportunity to demonstrate how our newest and most innovative solutions work,"

Panasonic Opens New Professional Displays Experience Centre

Written by Bob Snyder
13. 06. 2011

says David Martin, European Marketing General Manager, "It's designed to be organic, with solutions changing all the time to keep it fresh for visitors. In the "B2B zone" for example there will be a 3D 103" where we will experiment with new applications in 3D design and simulation to hopefully bring new solutions to vertical markets."

Commenting on the opening of the Centre Masaki Arizono, Head of Panasonic Audio Visual Company System Europe (PAVCSE) says: "The Broadcast Experience Centre has been a key resource for broadcasters, filmmakers and producers to get their hands-on experience with Panasonic product. With the addition of the Display side, we now have a complete solution centre that our customers, partners and prospects can visit and see our truly end-to-end solution."

Go [Panasonic Broadcast](#)

Go [Panasonic Projectors](#)

Go [Panasonic Professional Displays](#)