

THURSDAY 17TH DECEMBER 2015

## 'EL CLASICO' PLAYED IN 4K

**Mediapro has made television history with the production of the first match between Madrid and FC Barcelona in Ultra-High Definition.**

Mediapro produced the game in UHD using ten Panasonic AK-UC3000 cameras. The UC3000 camera supplies 4K and HD signals simultaneously. This meant that the game was also produced in HD, the signal from which was distributed to 170 countries and an estimated audience of 600 million viewers.

Prior to El Clasico, Mediapro conducted a quality and functionality test on UHD cameras during the Liga Adelante game between Leganés and Alcorcón. Having analysed the various options for latest-generation UHD studio cameras, Mediapro opted to equip its new mobile unit with Panasonic UC3000 cameras.

The UC3000 provides 4K image quality and supports the technological leap that Panasonic has wanted to make in the field of broadcast studio equipment.

The UC3000 is small in size and is compatible with B4 mount lenses. It features a balance between the various image quality parameters: high sensitivity, signal-to-noise ratio, high resolution, and a large dynamic range.

In addition to quality, Mediapro professionals expressed their appreciation that Panasonic had listened to their requirements and needs, and had implemented them in the final product, for example, by improving ease of operation and handling.

For more information on Panasonic broadcast products please visit:

<http://business.panasonic.co.uk/professional-camera/>

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### **About Panasonic System Communications Company Europe (PSCEU)**

Panasonic System Communications Company Europe's (PSCEU) goal is to improve the working lives of business professionals and help their organisations' efficiency and performance through world leading technology. We help organisations capture, compute and communicate all sorts of information: image, voice, and textual data. Products include security cameras, PBX telephone switches, document printers, Broadcast & ProAV and Industrial Medical vision cameras, projectors, large visual displays, rugged mobile computers and enterprise fire alarms. With around 350 staff, engineering design expertise, global project management capability and a large European partner network, PSCEU offers unrivalled capability in its markets.

### **PSCEU is made up of five product categories:**

- **Communication Solutions**, including professional scanners, multifunctional printers, telephony systems and SIP terminal devices.
- **Computer Product Solutions** helps mobile workers improve productivity with its range of Toughbook rugged notebooks, Toughpad business tablets and electronic point of sales (EPOS) systems. As European market leaders, Panasonic Toughbook had a 70.1% revenue share of sales of rugged and durable notebooks and Panasonic Toughpad held a 57.1% revenue share of sales of rugged business tablets in 2014 (VDC Research, March 2015).
- **Professional Camera Solutions** offers excellence in image quality with its Broadcast & ProAV product range and solutions as well as Industrial Medical Vision (IMV) technology.
- **Security Solutions**, including video surveillance cameras and recorders, video intercom systems, access control, intruder alarms and fire alarm systems.
- **Visual System Solutions**, including projectors and professional displays. Panasonic offers the widest range of Visual products, and leads the European high brightness projector market with a 43.9% market revenue share. (Futuresource >5klm (Jan-March 2015) excl. D-Cinema)

### **About Panasonic**

Panasonic Corporation is a worldwide leader in the development and engineering of electronic technologies and solutions for customers in residential, non-residential, mobility and personal applications. Since its founding in 1918, the company has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.72 trillion yen (55.5 billion Euros) for the year ending March 31, 2015. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers. For more information about Panasonic, please visit the company's website at <http://panasonic.net/>