



Since the conclusion of the London 2012 Olympic Games, new projector and display technologies have already taken shape in preparation for the Sochi 2014 Olympic Winter Games. Please look forward to even more exciting technologies from Panasonic.



Panasonic

Simulated pictures on screen.
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Panasonic
ideas for life



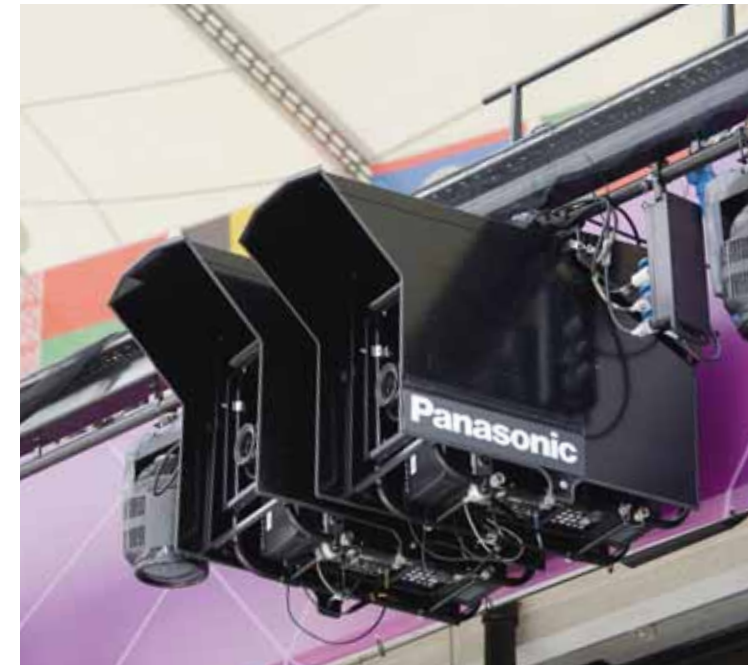
Professional Projector and Display Case Studies at the London 2012 Olympic Games



Panasonic installed 26 projectors at the Opening Ceremony site.

A new 20,000-lm projector, the PT-DZ21K Series, enhanced the spectacular beauty of the ceremony.

The opening ceremony was directed by Oscar-winning director Danny Boyle. The scenes in which projectors were used consisted of a montage of 40 years of British pop songs. While the music played, some of the most memorable music videos and clips were projected onto a large house on the stage. The stadium turned into a juke box, with an encyclopedic review of British music history.

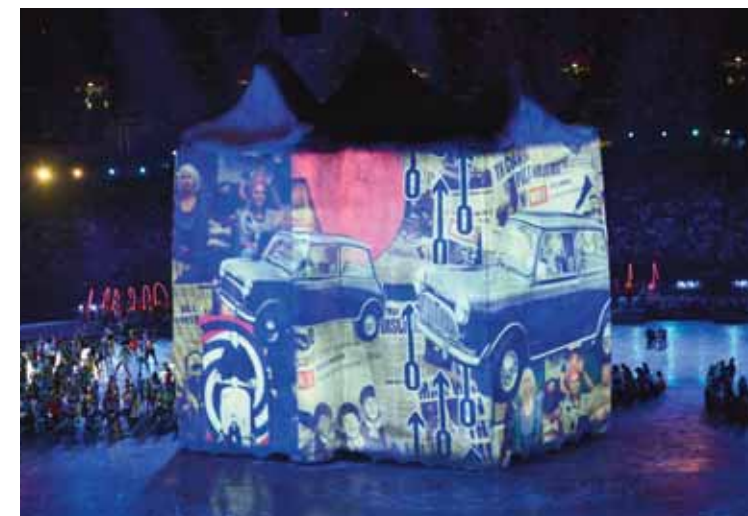


Vertical installation capability (portrait mode*) was also included to meet the needs of ceremony planners. Half of the projectors used in the Opening Ceremony were portrait mode installation.

* Portrait mode capability of PT-DZ21K Series requires a firmware version "MAIN Ver. 2.00" or later, and optional Portrait mode lamp (ET-LAD510P/ET-LAD510PF).



To produce the dramatic lighting for the performances in this gigantic stadium, these advanced projectors employed 20,000 lumens of brightness and transmitted images precisely to a number of screens.

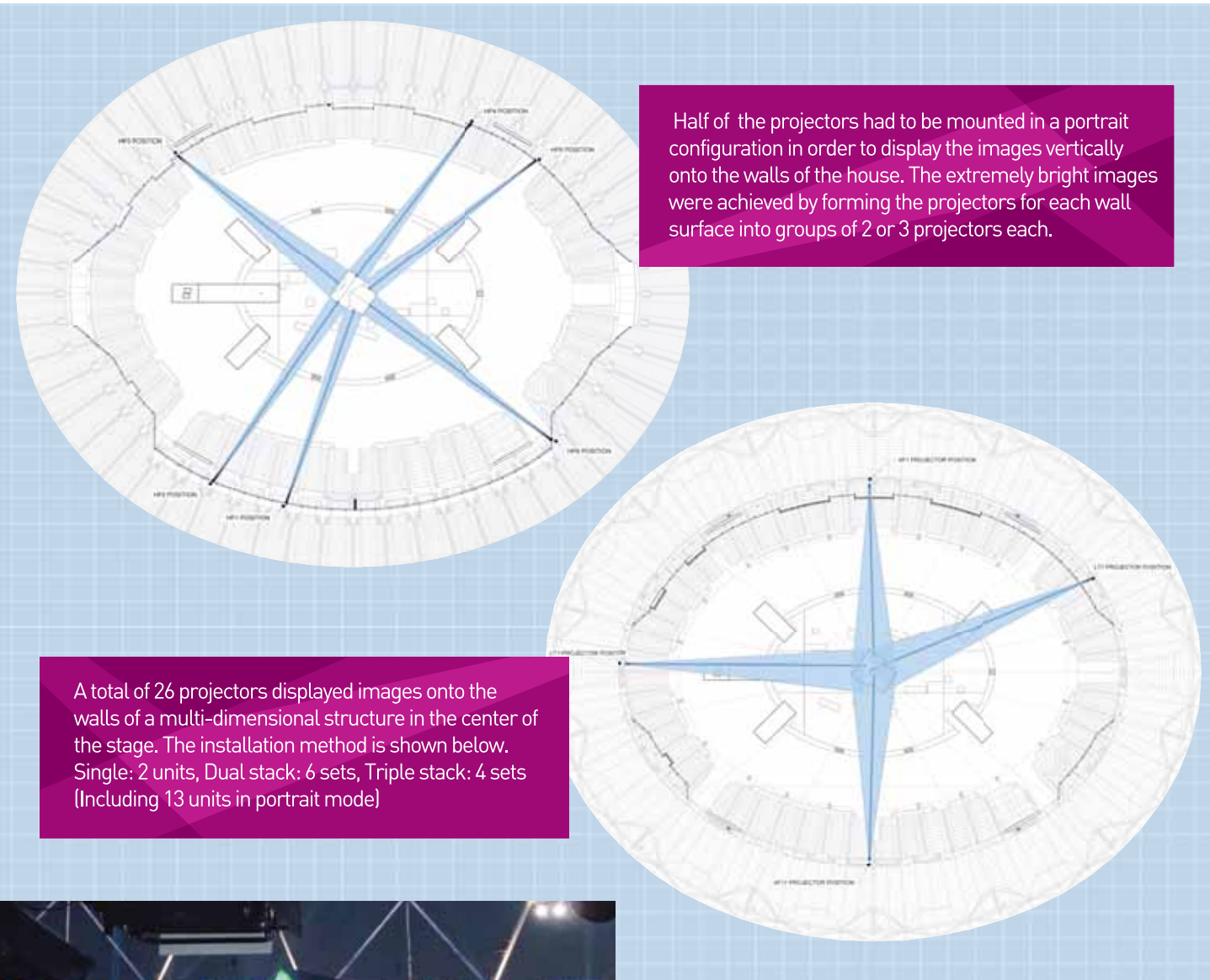


Images were projected onto a 3-dimensional screen without any misalignment. The screen was controlled to prevent brightness differences and distortion.



Black parts of the image were reproduced with excellent contrast against dimmed stadium lighting.

The Projectors that Made the Opening Ceremony So Exciting Behind the Scenes



A view of adjusting the installation

Case Studies at the OBS

[Olympic Broadcasting Services]

Many Panasonic plasma displays were installed as studio monitors and control room monitors for broadcasting stations inside the OBS.



A total of fifty-nine 65-inch plasma displays were installed in the Master Control Room inside the International Broadcasting Center.



What's the OBS?

The OBS (Olympic Broadcasting Services) facility served as the core for editing and distributing competition images gathered from each venue of the Olympic Games. All of the competition images came to the OBS.



Case Studies of Competition Venue

Large-screen plasma displays played an extremely important role by delivering images that were so powerful, they conveyed even the breathing of the athletes in competition.



Fencing



Table Tennis



10,600-lm projectors, PT-DZ110X were installed outside ExCel Center to show announcements from inside the venue, and images of competition taking place in other venues.

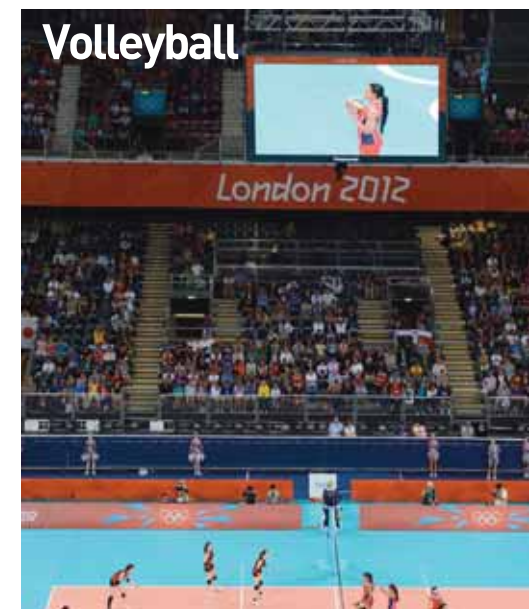


The screen bezels were decorated with the London Olympic Games motif.



Swimming

Also at the swimming venue, 103-inch plasma displays were installed in positions that were visible from the spectator seats and at the side of the awards platform. The wide viewing angle of the display made viewing easy for people who had difficulty seeing the awards ceremony from their seat.



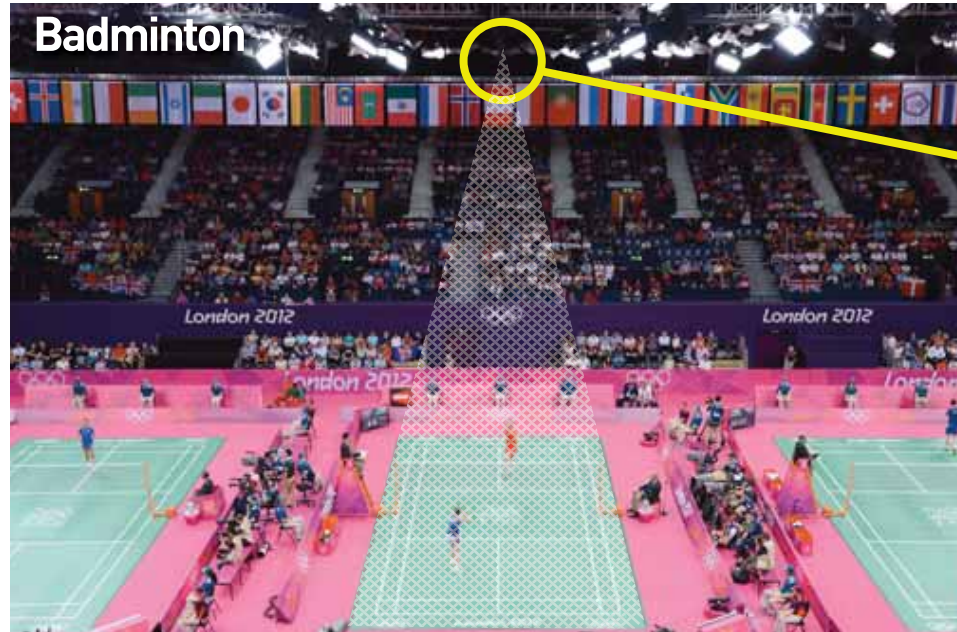
Volleyball



Judo

Case Studies of Competition Venue

In addition to displaying live images, the projectors showed images to match various situations.



Badminton



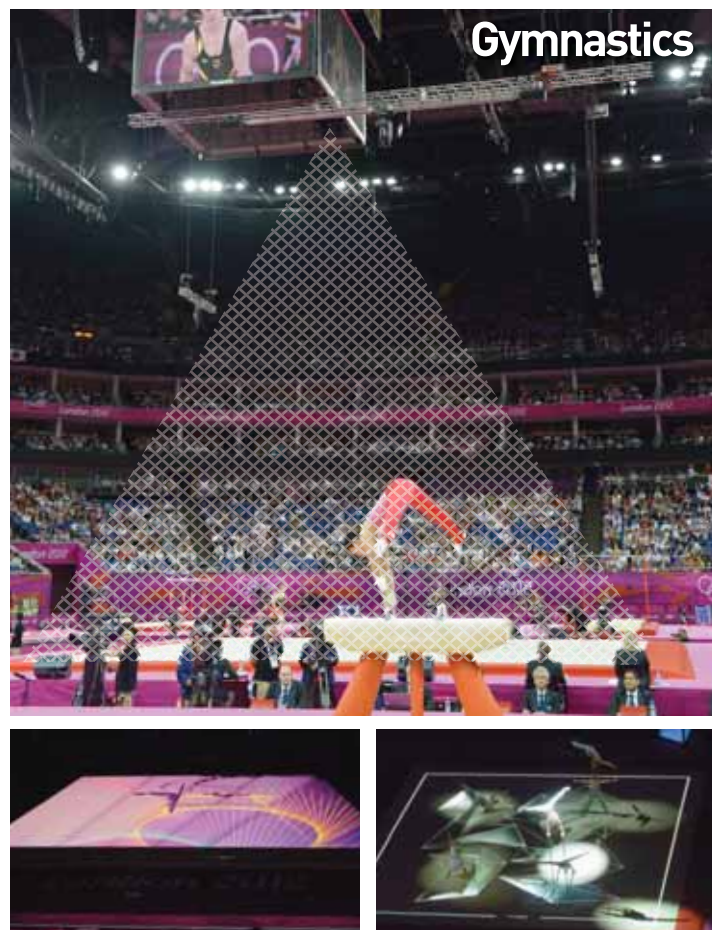
A stack of two PT-DS20K projectors allowed the badminton venue to be captured with 40,000 lumens of brightness. The rectangular image was used to cover the court size.



Handball

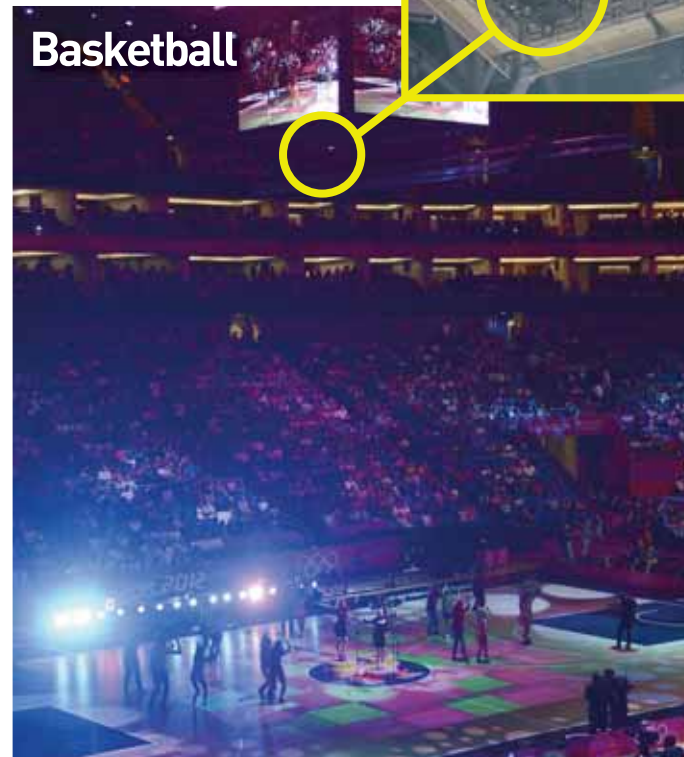


The 103-inch plasma displays depicted the athletes' facial expressions and dynamic movements with lifelike realism. They provided people who were seated somewhat far away to experience all the excitement of the events.

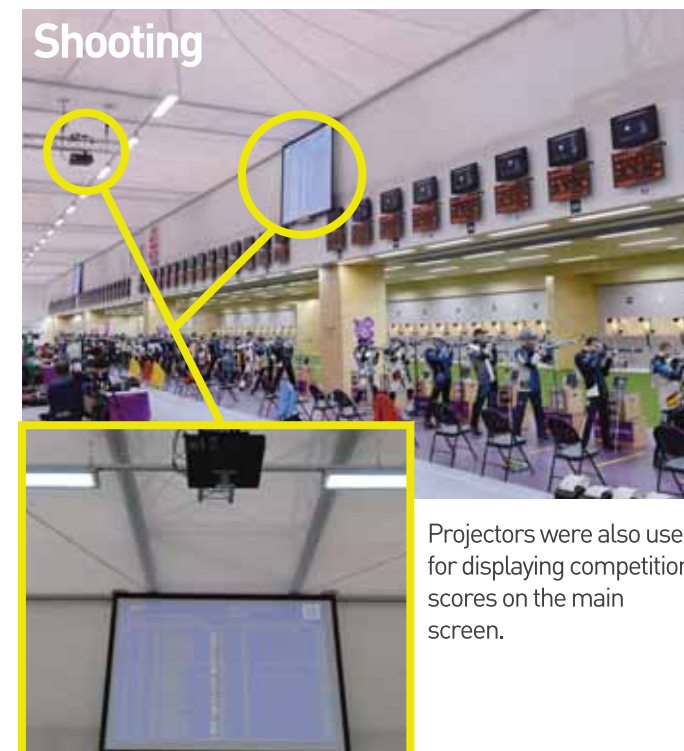


Gymnastics

When live images were broadcast from the competition venues, projector images were reflected onto the floor for simple but dramatic live projection.

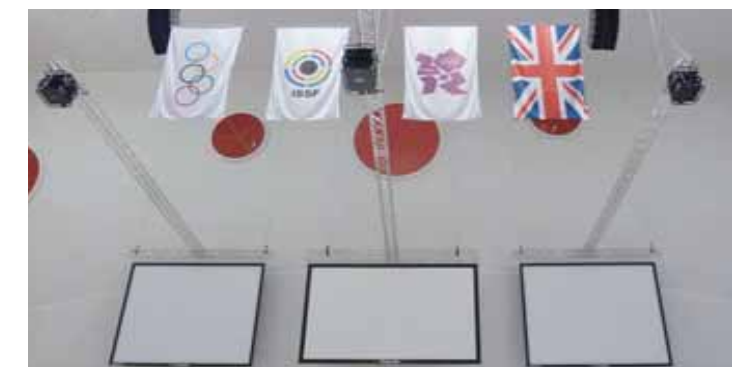


Basketball



Shooting

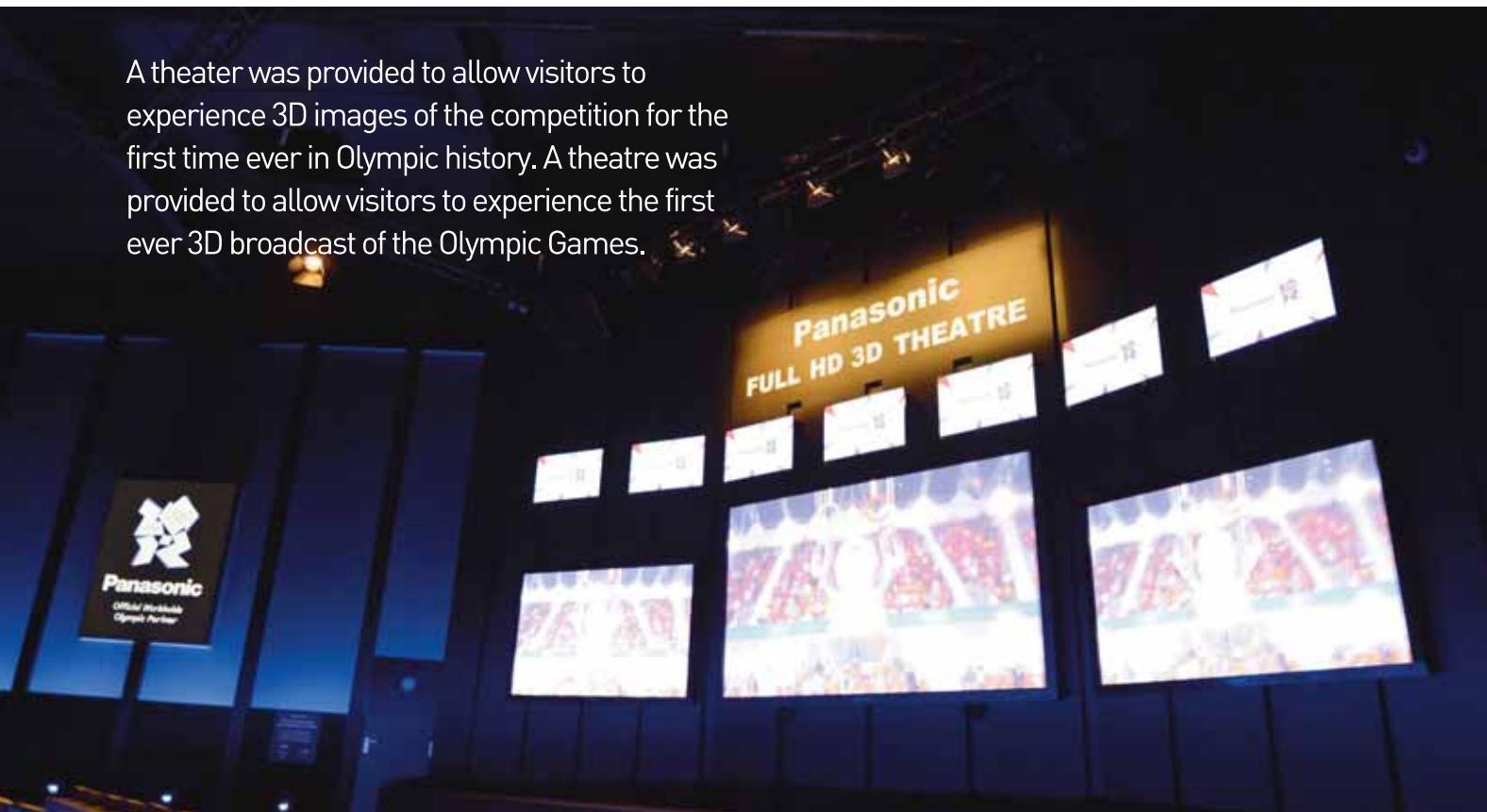
Projectors were also used for displaying competition scores on the main screen.



Case Studies of Pavilions for Various Countries

Panasonic Pavilion, USA House, Casa Brazil

A theater was provided to allow visitors to experience 3D images of the competition for the first time ever in Olympic history. A theatre was provided to allow visitors to experience the first ever 3D broadcast of the Olympic Games.



In addition to these three main displays, a total of sixteen 42-inch displays, such as those for home use, were installed. The theater was literally filled during the Olympic Games with people who were anxious to see the competition in 3D.



USA House



The USA House was decorated with large photos of US athletes, and images of the competition in various venues were displayed.



An LCD display was placed near the counter bar and tables where people gathered, and a 103-inch plasma display was installed in a special corner equipped with sofas.



A weatherproof LCD display was also provided on the outdoor deck.



Casa Brazil

This special pavilion, which was constructed for the Rio 2016 Olympic Games, displayed promotional images of Rio de Janeiro.



Case Studies of Pavilions for Various Countries

Sochi Park, Czech House, Main Press Center



Sochi Park



This pavilion used special decor to introduce the city of Sochi, which will hold the XXII Winter Olympic Games. Sochi is a well known resort area in southern Russia. This will be the first time in 34 years for Russia to host the Olympic Games, since the Moscow 1980 Olympic Games.

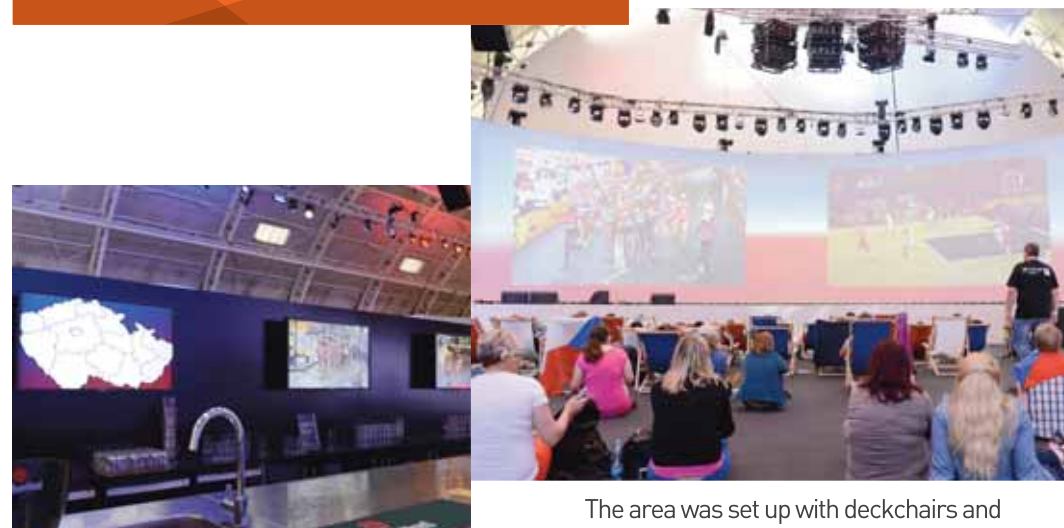


A special stage was also prepared that was capable of holding nearly 100 people.

Czech House



The Czech House provided a public viewing site using the PT-DZ21K Series and PT-DZ8700/PT-DZ110X Series. It featured a promotional presentation of Czech Republic.



The area was set up with deckchairs and cushions for comfortable viewing.

Main Press Center



PT-DZ110X projectors were installed on both sides of the main press stage to present live relays of the competition and other events.



Closing Ceremony

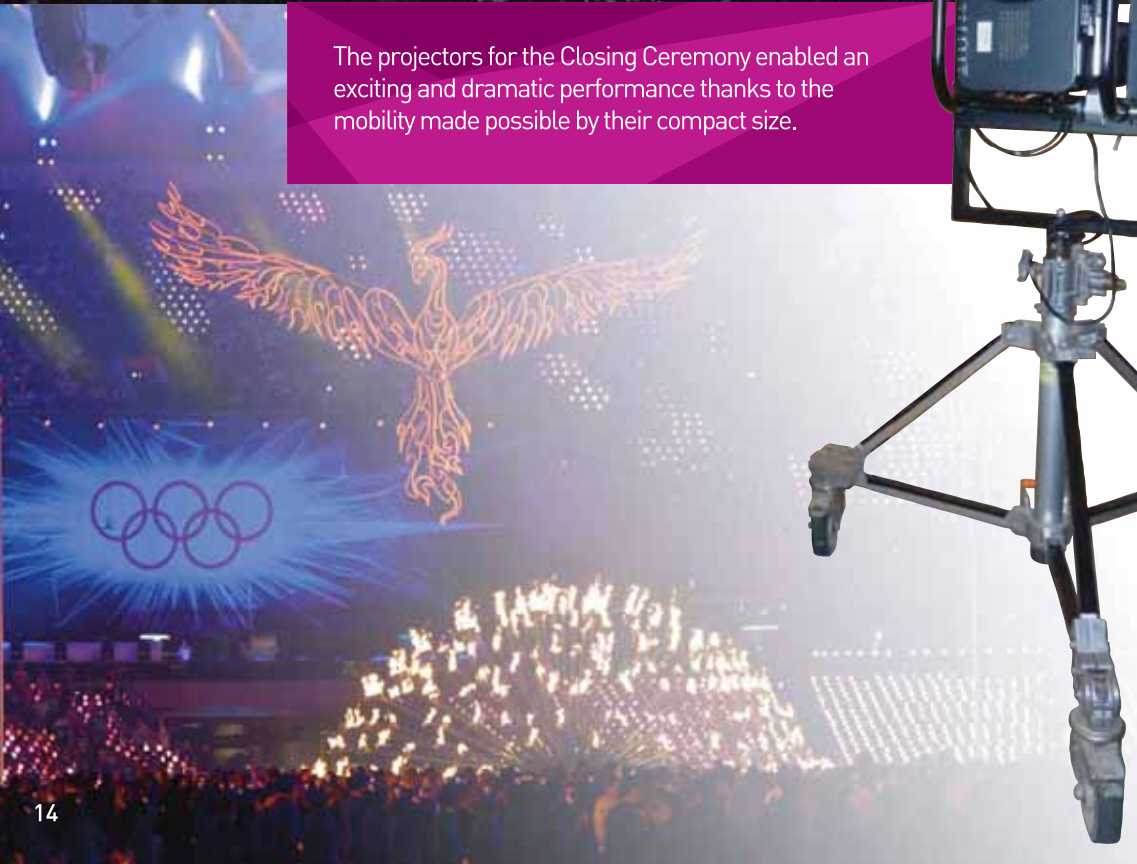
Projectors delivered a performance that differed greatly from that of the Opening Ceremony.



Vertically installed projectors displayed images onto a total of 4 screens mounted on the bed of a truck.



The compact size also made it easy to move the system within the limited time available. This small, handy size kept the projectors from getting in the way even when placed next to the main stage.



The projectors for the Closing Ceremony enabled an exciting and dramatic performance thanks to the mobility made possible by their compact size.



Vertically installed PT-DZ21K projectors. Equipped with casters, their compact size allowed them to be moved around by a single person. This provided easy mobility for the Closing Ceremony performance.

The Panasonic Professional Projector Lineup



PT-DZ21K Series



PT-DZ8700/PT-DZ110X Series



PT-DZ770 Series



PT-DZ6700 Series

Panasonic Projector Global Website
panasonic.net/avc/projector/



The Panasonic Professional Displays Lineup

Plasma Displays



LCD Displays



Panasonic Professional Displays Global Website
panasonic.net/prodisplays/

