

# WORLD EXPO MILANO 2015

— Panasonic Visual Systems Case Studies —



# Lighting Up Expo Milano with Over 640 Visual Systems

Panasonic supplied more than 640 visual systems in over 40 pavilions at Expo Milano 2015, themed "Feeding the Planet, Energy for Life". Selected for high quality and reliability, our projectors were used to create breathtaking images on a huge variety of surfaces while interactive touch-screen and video-wall panels served a feast for the senses.

**Panasonic's marathon endurance and system reliability was proven with about 98% of the 640 installed products requiring no repairs despite operating for 15 hours per day over a continuous six-month period.**

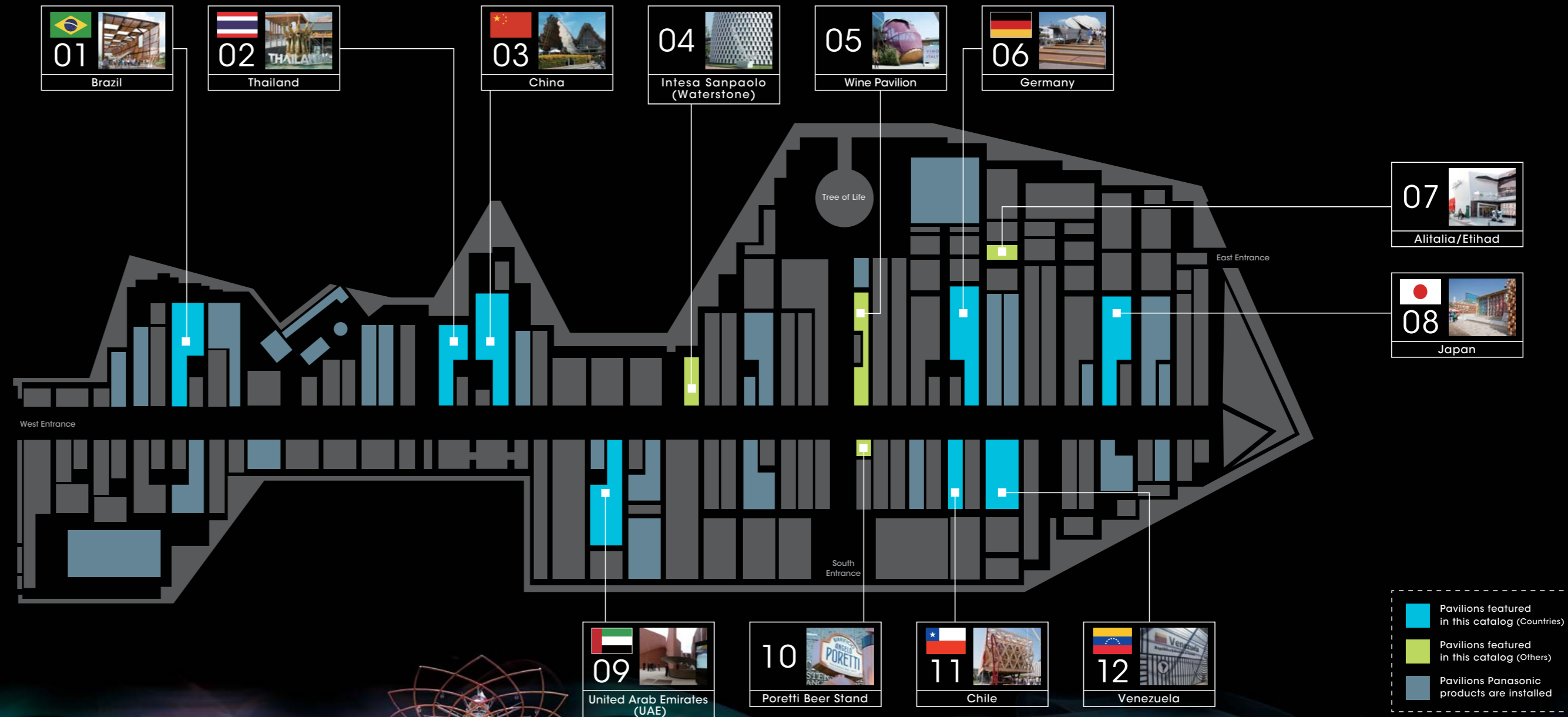
Explore the most imaginative Panasonic visual installations here at Expo Milano 2015.

## The No.1 Projector Brand\*1 with Installations in Over 40 Pavilions at Expo Milano

- Projectors: Over **470** Units
- Professional Displays: Over **170** Units
- Total\*2: Over **640** Units



\*1 Based on Panasonic analysis of <5000 lm projectors operating across all pavilions. \*2 Total includes back-up units.





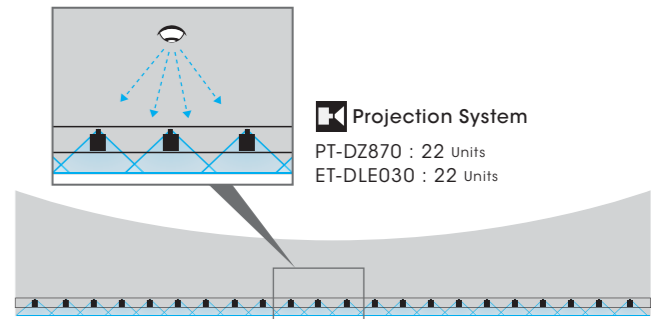
Panasonic's experience creating arresting large-scale visual installations is on show in this configuration of 22 concealed 1-Chip DLP™ PT-DZ870 projectors fitted with ET-DLE030 ultra-short-throw lenses.



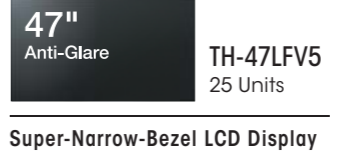
Media playback from 25 concealed PT-DZ870 projectors commenced automatically when sensors detected visitors approaching.

The global adoption of homegrown technological advancements in food cultivation—which has seen Brazil develop into one of the greatest agro-industrial nations in the world—was the main focus of its large 4,133 m<sup>2</sup> pavilion.

Sensors installed along a lengthy corridor automatically activated media presentations, which beamed down from 25 1-Chip DLP™ PT-DZ870 units set up for rear projection and hidden in the ceiling. Elsewhere in the pavilion, a 56.4 m-long wall was brilliantly illuminated with seamless edge-blended widescreen images courtesy of 22 compact PT-DZ870s fitted with ET-DLE030 ultra-short-throw lenses. A highlight of Brazil's pavilion at Expo Milano was an array of 25 super-narrow-bezel TH-47LFV5 flat-panel LCD displays installed edge-to-edge in an angled glass cabinet, with information presented in pin-sharp clarity without color loss even when viewed off-axis—all thanks to unique LED-direct-lit IPS panel technology.



# 01 Brazil





Eight vertically mounted 20,000 lm 3-Chip DLP™ PT-DZ21K units produced a vivid montage of images on the dark floor surface



A network of 1-Chip DLP™ PT-DZ870s used Geometric Adjustment and edge-blending functions to create a stunning 360° panorama.



The bright and flexible 3-Chip DLP™ PT-DZ21K projector.



PT-DZ870's outstanding image quality demonstrated in the pavilion theater room.



Visitors journeyed through four aspects of Thai food culture under the theme "Nourishing and Delighting the World". These themed areas aimed to reflect Thailand's response to the issue of world hunger and to highlight the country's efforts to develop sustainable food production, while offering patrons a chance to sample authentic Thai cuisine at a floating street market. Another area of the pavilion (which was shaped like a traditional farmer's hat) detailed food cultivation practices in Thailand.

Panasonic 1-Chip DLP™ PT-DZ870 units—chosen for their outstanding brightness, reliability, and features for multi-projector applications—were configured to create a color-drenched 360-degree panorama. These were joined by a further two PT-DZ870s projecting seamlessly edge-blended large-format video images onto a curved screen in a theater room. Eight 3-Chip DLP™ PT-DZ21K projectors, meanwhile, were mounted vertically to throw an ever-changing montage of images onto the floor.



THAILAND

# 02 Thailand



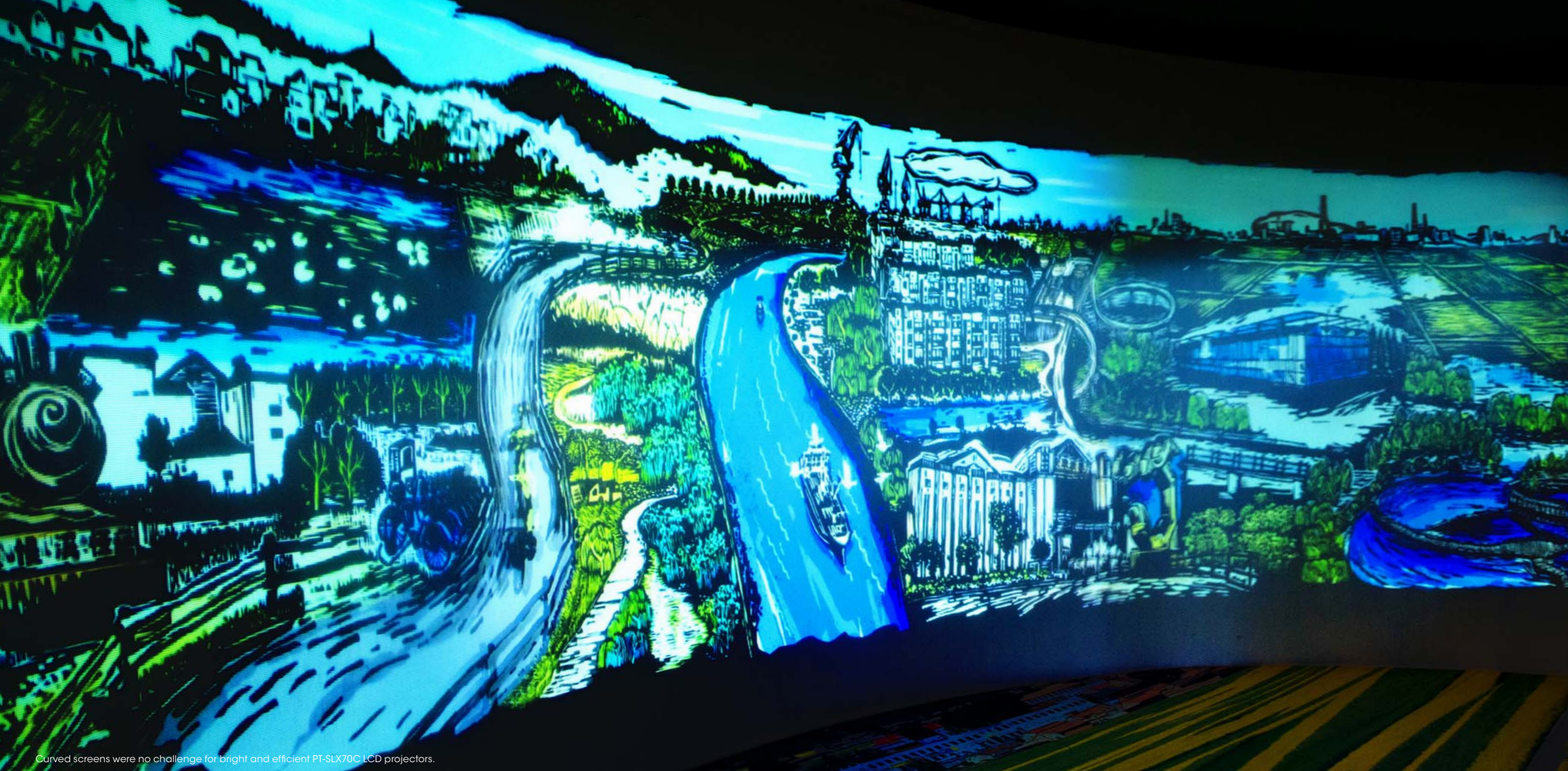
3-Chip DLP™ Projector

PT-DZ21K  
8 Units



1-Chip DLP™ Projector

PT-DZ870  
8 Units



Curved screens were no challenge for bright and efficient PT-SLX70C LCD projectors.



Excellent flexibility and a wide selection of optional lenses helped 1-Chip DLP™ PT-FD605C projectors to illuminate a variety of surfaces.



China's pavilion "Land of Hope, Food for Life" unfurled over a large 4,590 m<sup>2</sup> venue under peaked roofs styled on traditional Chinese farm houses, and successfully showed the progress made by the nation in the supply of wholesome and sustainably produced food. China's desire to maintain harmony between mankind and nature was demonstrated through three themed areas highlighting the cultural importance of food and onward to exciting advancements in cultivation, such as a new rice-hybrid plant.

Bringing these ideas to life were groups of two and three Panasonic 1-Chip DLP™ PT-FD605C (PT-DX610) projectors, vertically mounted on the ceiling and shooting down onto a variety of interactive tabletop surfaces. China also selected Panasonic's outstandingly bright, flexible, and efficient LCD technology for both curved-wall and interactive-screen projection with the addition of four PT-SLX70C (PT-EX600) units.



# 03 China



PT-FD605C (PT-DX610)  
5 Units  
1-Chip DLP™ Projector



PT-SLX70C (PT-EX600)  
4 Units  
LCD Projector



Wraparound projection surfaces were set ablaze with images of scintillating color and clarity by seven 3-Chip DLP™ PT-DZ13K units, each producing 12,000 lm of brightness.



Seven 1-Chip DLP™ PT-DZ770Ks were used for floor projection.

The strikingly modern architecture and beautiful eco-friendly materials of Intesa Sanpaolo's The Waterstone pavilion provided a fitting home for the contemporary art and audio-visual installations housed within. Host to a lively schedule of performances, conferences, and family-friendly events, the pavilion exploited an array of Panasonic projection equipment to fullest effect.

Walls exploded with the color and movement of nature thanks to seven ceiling-mounted 3-Chip DLP™ PT-DZ13K projectors employing Geometric Adjustment to present distortion-free images on the curved surfaces. Flexible 360° vertical rotation capability and a center-mounted lens, meanwhile, made it easy to vertically mount a further seven 1-Chip DLP™ PT-DZ770K projectors firing straight down on the floor in front of the wall-projection area.



# 04 Intesa Sanpaolo (Waterstone)





With dual-lamp reliability and a new liquid cooling system for whisper-quiet operation, the network of 14 1-Chip DLP™ PT-DZ680 projectors performed flawlessly for the duration.



The story of wine took on almost physical form with holographic-like projection by Panasonic.



No food-themed exposition would be complete without a celebration of wine and wine culture. Curated by the Italian ministry of agriculture and the Veronafiere wine festival, the three-floor pavilion encouraged visitors to explore the story of wine under the title "Vino - A Taste of Italy". Together with a Wine Library, where more than 1,400 varieties of Italian wine and distillates could be sampled, a huge variety of communication tools were employed to provide an immersive multi-sensory experience.

The centerpiece media exhibit was a stunning holographic-like display created with a network of 14 Panasonic 1-Chip DLP™ PT-DZ680 projectors to narrate the history of wine production. The PT-DZ680 proved ideal in this role with its RGB Booster technology, which modulates lamp output power to maximize the color reproduction of each image without sacrificing brightness. Free 360° cabinet rotation and powered lens shift made installation quick and simple.



PT-DZ680  
14 Units

1-Chip DLP™ Projector

# 05 Wine Pavilion

"The pre-show area sets up the rest of the Pavilion, so we needed to create the right impression. The use of low-energy LED/Laser hybrid projector technology here not only ensures excellent picture quality, but also fits in with the sustainability themes of the Pavilion and wider Expo."

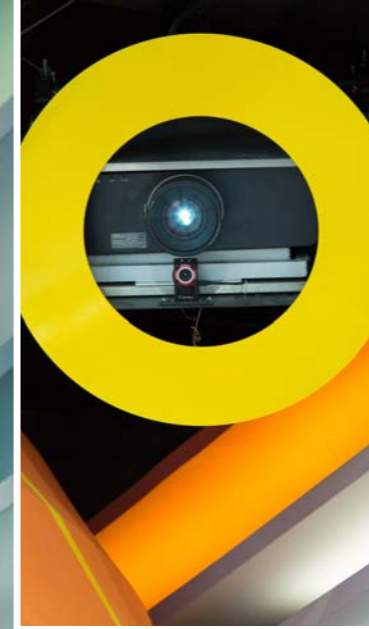


Learn More On YouTube

Eva Raunsh, Project Manager at Milla & Partner

ARTENVIELFALT  
BIODIVERSITÄT  
BIODIVERSITY  
BIODIVERSITÉ

Panasonic projection systems helped illuminate the importance of soil, water, climate, and biodiversity throughout the German pavilion.



PT-DZ680s are powerful enough to project on almost any surface, even an umbrella.



Video domes featured 1-Chip DLP™ PT-DZ570 projectors.



Nineteen 1-Chip DLP™ PT-DZ570 projectors threw interactive images onto hand-held paper "seedboards".



A highlight at Expo Milano 2015 was Germany's pavilion, its dramatic multi-level structure eclipsed only by the imaginative exhibits inside. The pavilion itself was designed to evoke Germany's pastoral landscape as a "Field of Ideas", encouraging visitors to engage with each thematically organized media presentation, and at the same time to consider the solutions offered for sustainable human nutrition in the future.

Panasonic played an integral part in the technical execution of these interactive exhibits, starting with seven 1-Chip DLP™ LED/Laser PT-RZ470 projectors which delivered on-screen instructions to visitors ahead of their tour through the pavilion. Patrons were issued with a "seedboard", which unlocked extra multimedia information as 19 ceiling-mounted 1-Chip DLP™ PT-DZ570 projectors automatically beamed video onto the paper surfaces. A further three dual-lamp 1-Chip DLP™ PT-DZ680 projectors displayed images inside regular rain umbrellas—a remarkable feat—while PT-DZ570 units were employed inside video domes.



PT-DZ680  
3 Units



PT-DZ570  
21 Units



PT-RZ470  
7 Units

1-Chip DLP™ Projector

# 06 Germany



"Etihad is very big on using technology. Panasonic immediately came to mind because we have been working with them for a number of years on in-flight entertainment systems. The idea was to be one of the best technologically sourced pavilions here, and so far I think we've done just that."



Learn More On YouTube

Johann Joseph, Digital Content Manager at the Etihad Pavilion



A dedicated Panasonic mounting frame with magnet alignment and fast multi-screen color calibration simplified installation of this Ultra-Narrow-Bezel TH-55FLV70 video wall.



High-brightness panels with anti-glare/anti-reflection treatment assured maximum visibility even under strong artificial light.

Located in the heart of the Expo Milano precinct, the Alitalia-Etihad Airways multimedia pavilion served as a social hub for visitors, spreading a wealth of multimedia entertainment across two floors.

Installed in a variety of multiple and single configurations was a total of 99 Panasonic professional video-wall panels and interactive touch-screen displays. The displays were used to tell real stories and travel adventures, allowing patrons to feel the meaning of the pavilion's "Connecting the World" theme. These comprised 86 Ultra-Narrow-Bezel TH-55LFV70 video-wall panels (boasting a bezel-to-bezel distance of just 3.5 mm and powerful features to simplify installation and enhance picture quality); seven Multi-touch Screen TH-50LFB70 interactive displays; and six 80-inch TH-80LF50 LCD displays with high 700 cd/m<sup>2</sup> brightness and extra-tough build quality to handle continuous 24/7 use. All media was displayed flawlessly, helping visitors to visualize a voyage through the cuisines and cultures of the world.



# 07 Alitalia/Etihad

**55"**  
Anti-Glare  
**TH-55LFV70**  
86 Units  
Ultra-Narrow-Bezel LCD Display

**80"**  
**TH-80LF50**  
6 Units  
LCD Display

**50"**  
**TH-50LFB70**  
7 Units  
Multi-touch Screen LCD Display

"By arranging five sets of four 1-Chip DLP™ PT-DW640 projectors together with half mirrors and wall-mounted monitors, we were able to create a magical world that expressed the four seasons in harmony. The high brightness, compact size, and edge-blending function were exactly what was needed to achieve our vision."



Learn More On YouTube

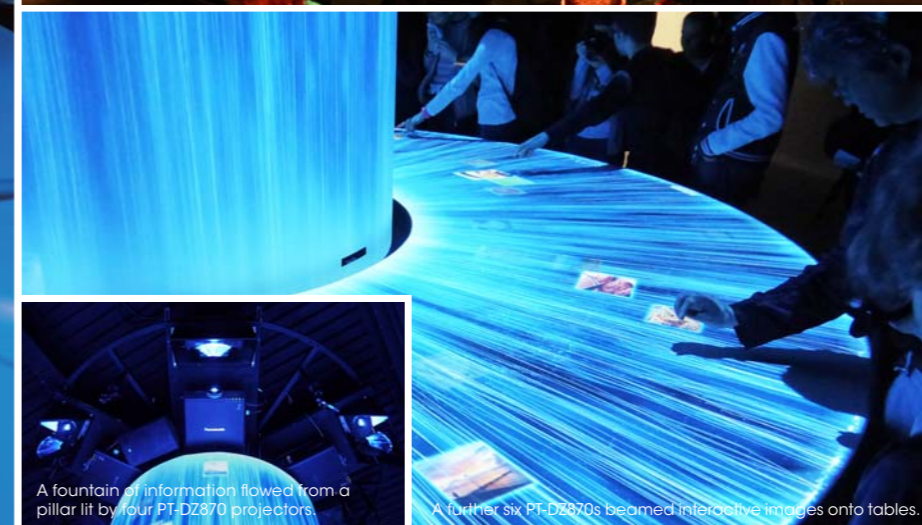
**Yuta Tanaka**, Managing Director,  
EXPO MILANO 2015 JAPAN PAVILION EXHIBITION CONSORTIUM



Twenty 1-Chip DLP™ PT-DW640 projectors evoked the sensations of each season in the "harmony" room.



Five high-end PT-DZ13K projectors added energy to live performances.

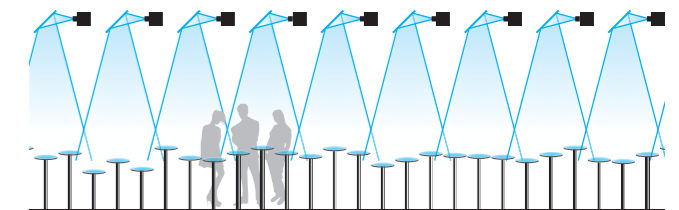


A fountain of information flowed from a pillar lit by four PT-DZ870 projectors.

A further six PT-DZ870s beamed interactive images onto tables.

Covering 4,170 m<sup>2</sup> and inspired by the traditional wooden homes of Kyoto, the eco-friendly Japanese pavilion reflected "harmonious diversity" by presenting its food and diet as healthy, sustainable, and in harmony with nature and technology. Japan sought to promote aspects of its food production, preservation, and diet as a solution to world problems of hunger while highlighting Japan's culture of discouraging waste.

Six Panasonic 3-Chip DLP™ and 40 1-Chip DLP™ projectors were used throughout nine "scenes" spread over two floors, including a spectacular "harmony" room using mapping technology to guide visitors on a journey through the seasons and regions of Japan. The "diversity" space featured 10 projectors illuminating a pillar fountain and interactive tables, a further three in the "innovation" room, four more in the "live performance" area, and a PT-DZ870 in the "prologue" presentation space. Together, Panasonic visual systems delivered a stimulating edutainment experience to visitors.



Projection System PT-DW640 : 20 Units



# 08 Japan



**PT-DZ13K**  
6 Units

3-Chip DLP™ Projector



**PT-DZ870**  
17 Units

1-Chip DLP™ Projector



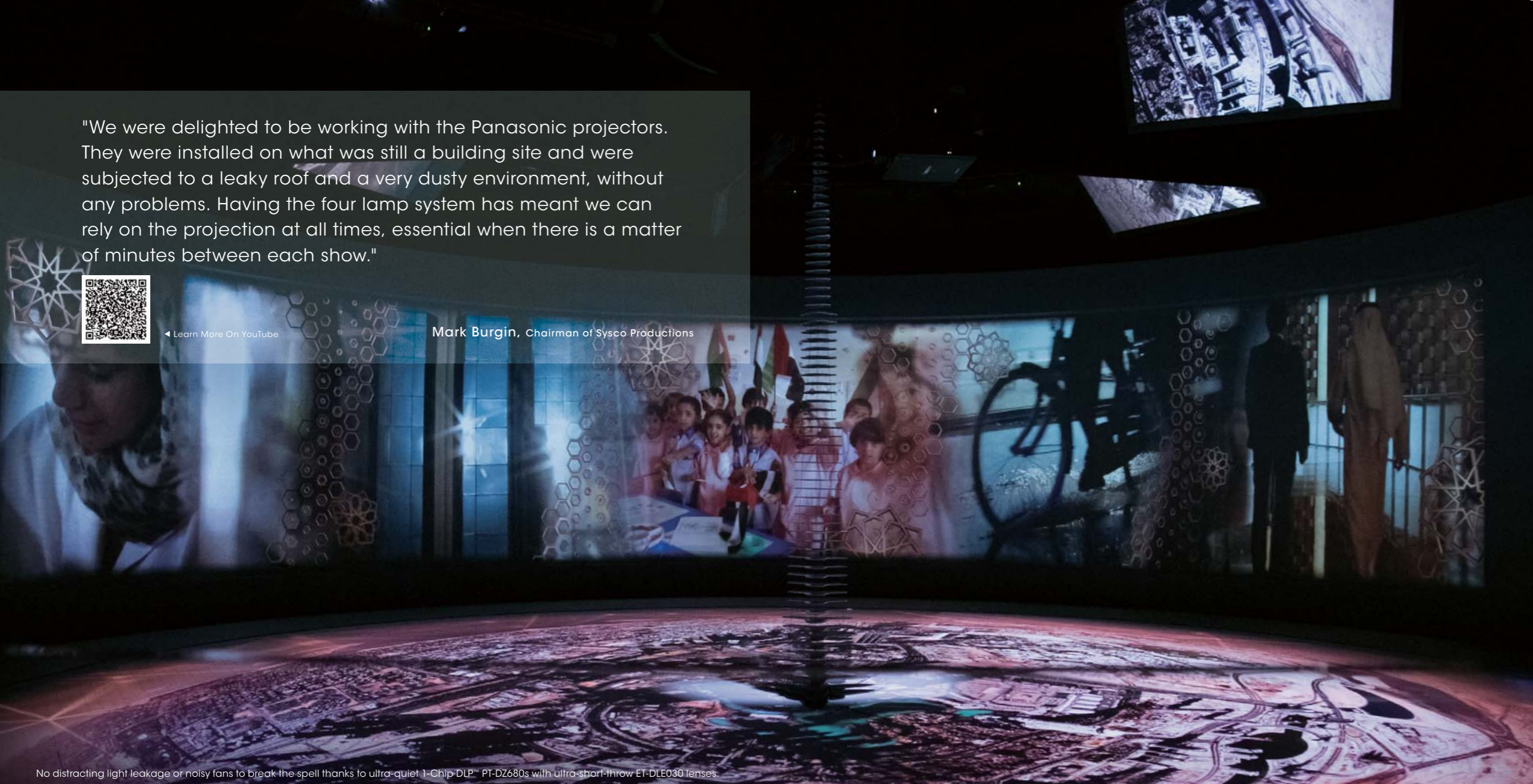
PT-DZ680 Series  
**PT-DW640**  
23 Units

"We were delighted to be working with the Panasonic projectors. They were installed on what was still a building site and were subjected to a leaky roof and a very dusty environment, without any problems. Having the four lamp system has meant we can rely on the projection at all times, essential when there is a matter of minutes between each show."

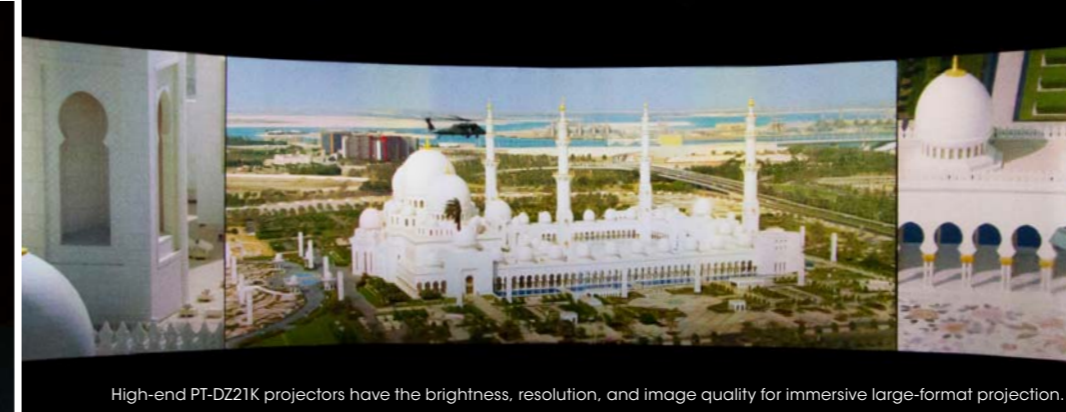


Learn More On YouTube

Mark Burgin, Chairman of Sysco Productions



No distracting light leakage or noisy fans to break the spell thanks to ultra-quiet 1-Chip DLP™ PT-DZ680s with ultra-short-throw ET-DLE030 lenses.

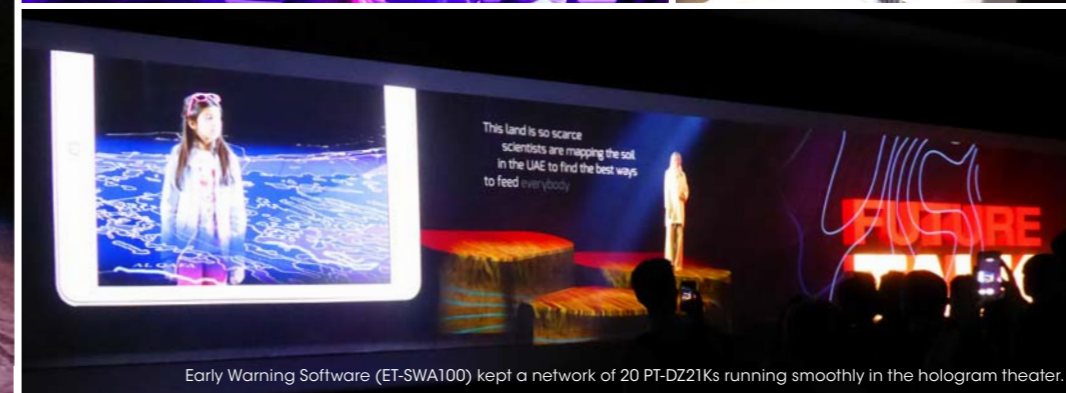


High-end PT-DZ21K projectors have the brightness, resolution, and image quality for immersive large-format projection.



The UAE pavilion, which utilized computer scans to replicate the shape and texture of sand dunes on a series of 12-meter-high walls, spotlighted the topics of food, water, energy, and land to explore the theme "Food for Thought – Shaping and Sharing the Future". Spectacular media exhibits gave insight into UAE's proposed solutions to global challenges with the help of Panasonic's class-leading projection technology.

From a massive curved screen lit by five 3-Chip DLP™ PT-DZ21K projectors and on to a 3D holographic theater featuring a further 17 quad-lamp PT-DZ21Ks, visitors were immersed in an intoxicating sensual feast. Elsewhere, an array of 12 1-Chip DLP™ PT-DZ680 projectors employed ultra-short-throw lenses and mirrors for mesmerizing image display on walls and floor. Managing this visual system (and ensuring that no equipment failure occurred) was easy with Panasonic ET-SWA100 Early Warning Software.



Early Warning Software (ET-SWA100) kept a network of 20 PT-DZ21Ks running smoothly in the hologram theater.



# 09 United Arab Emirates



PT-DZ21K  
24 Units

3-Chip DLP™ Projector



PT-DZ680  
12 Units

1-Chip DLP™ Projector



ET-DLE030  
5 Units

Ultra-Short-Throw Lens

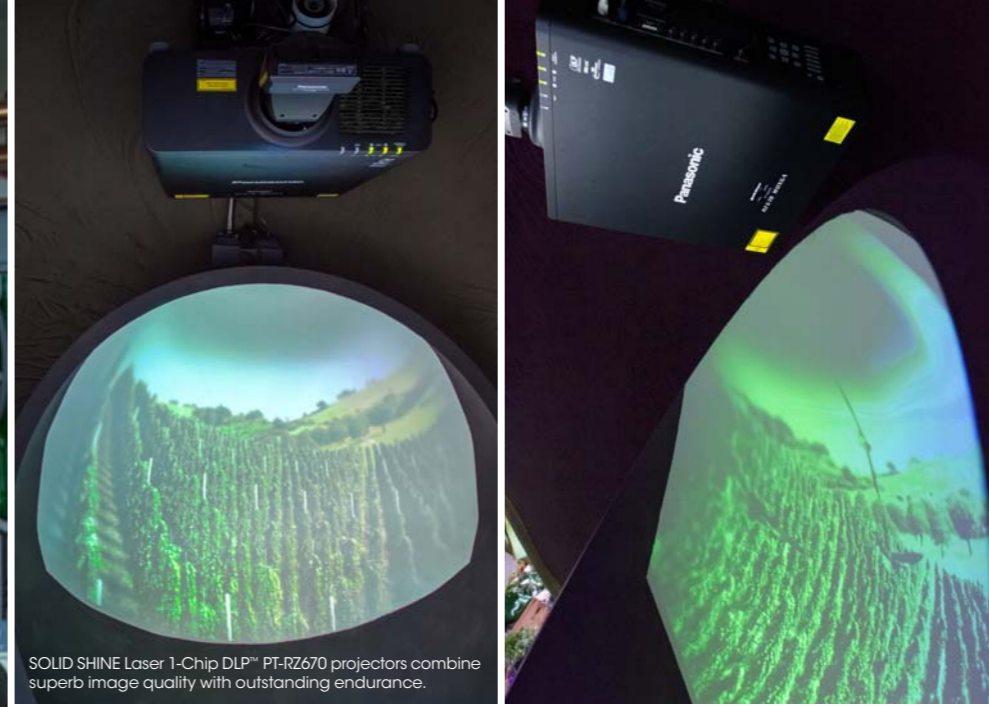


ET-SWA100  
1 Unit

Early Warning Software



Ultra-Short-Throw ET-DLE030 Lens allows installation in confined spaces, in this case, under a dome shade.



SOLID SHINE Laser 1-Chip DLP™ PT-RZ670 projectors combine superb image quality with outstanding endurance.



Official beer producer for the Italian pavilion, Birificio Angelo Poretti helped slake the summer thirst of visitors to its Art Nouveau Brewery. A full selection of its beer varieties was available for tasting in a pleasant outdoor area, including a special Poretti 7-hop Beer brewed specially for Expo Milano 2015.

Joining the party were four PT-RZ670 Series projectors—the world's first 1-Chip DLP™ units to feature Panasonic's original SOLID SHINE Laser optical engine technology delivering up to 6,500 lumens of brightness. Each was fitted with ET-DLE030 ultra-short-throw lenses to light up the interior of individual dome shades with video presentations relating the Poretti story.



# 10 Poretti Beer Stand





PT-RZ670 projectors supporting geometric adjustment and edge blending.



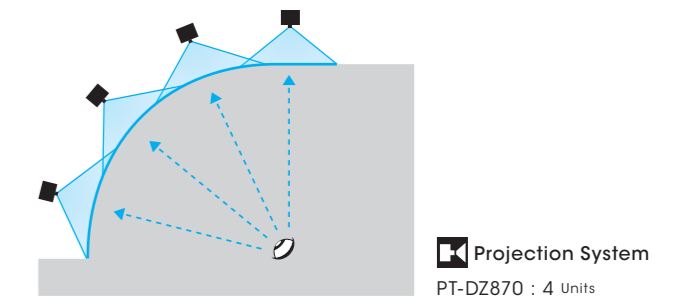
A brilliant panorama created by four 1-Chip DLP™ PT-DZ870 units.



Pavilion entrance with TH-55LFV50 video wall.

Visitors to the pavilion were invited to *El Amor de Chile*—Love Chile—with an introduction to the nation's diverse food culture and production methods. The exhibition offered a taste of Chile's biodiversity and breathtaking natural beauty while promoting the need to protect water resources and apply sustainable food cultivation practices.

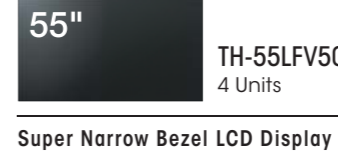
Among other attractions, such as physical and multimedia artwork displays, handmade furniture, and the Chilean "dinner table" with its bounteous food and vivid color, were a number of immersive video installations by Panasonic. These included interactive video touch-screens, a four-panel video wall at the entrance, and a massive nine-projector panoramic vista enhanced by Panasonic's geometric adjustment suite and edge-blending technology to guide visitors through Chile's abundant ecosystems, from oceans and rivers to mountains and deserts.



Projection System  
PT-DZ870 : 4 Units

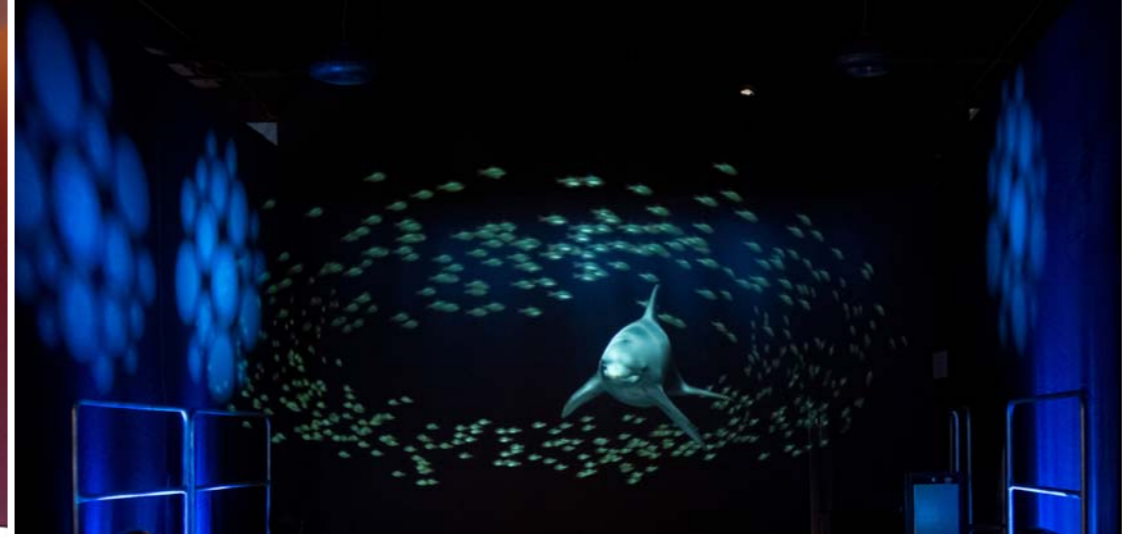


# 11 Chile





A pair of 3-Chip DLP™ PT-DZ21K projectors rendered holographic images with convincing realism.



With 10,000:1 dynamic contrast, blacks appear inky even in challenging scenes with bright highlights.

One nation making remarkable progress towards sustainable agriculture and food security is Venezuela. At Expo Milano 2015, Venezuela presented its achievements in meeting FAO's "Zero Hunger Challenge" goals and its work towards eliminating poverty; displayed the culinary traditions of various regions; highlighted its distinctive dining culture; and showed how its innovative agricultural systems can be applied internationally.

Aspects of these themes were communicated with lifelike three-dimensionality in the pavilion's hologram theater: a pair of 3-Chip DLP™ PT-DZ21K projectors created living, breathing representations of Venezuelan wildlife, landscape, and culture thanks to their exceptionally high 20,000-lumen brightness. Visitors were able to interact with the holographic images, swimming with dolphins and experiencing a ride in one of the world-famous cable cars that link mountainous neighborhoods around Caracas.



# 12 Venezuela



PT-DZ21K  
2 Units

3-Chip DLP™ Projector

## Featured Projector Lineup

### 3-Chip DLP™ Projectors



**PT-DZ21K**

20,000 lm  
WUXGA



**PT-DZ13K**

12,000 lm  
WUXGA

### 1-Chip DLP™ Projectors



**PT-DZ870**

8,500 lm  
WUXGA



**PT-DZ770K**

7,000 lm  
WUXGA



**PT-RZ670**

6,500 lm  
WUXGA



**PT-DZ680**

6,000 lm  
WUXGA



**PT-DW640**

6,000 lm  
WXGA



**PT-FD605C (PT-DX610\*)**

6,500 lm  
XGA

\*PT-DZ680 Series



**PT-DZ570**

4,000 lm  
WUXGA



**PT-RZ470**

3,500 lm  
Full HD



### LCD Projector



**PT-SLX70C (PT-EX600\*)**

6,000 lm  
XGA

\*PT-EZ570 Series

### Ultra-Short-Throw Lens



**ET-DLE030\***

F value 2.0  
Focal length (f) 5.3 mm

\*For 1-Chip DLP™ Projectors

## Featured Display Lineup

### Video Wall

55"  
Anti-Glare

**TH-55LFV70**

Full HD  
700 cd/m<sup>2</sup>

55"  
Anti-Glare

**TH-55LFV50**

Full HD  
800 cd/m<sup>2</sup>

47"  
Anti-Glare

**TH-47LFV5**

Full HD  
500 cd/m<sup>2</sup>

### Indoor

80"

**TH-80LF50**

Full HD  
700 cd/m<sup>2</sup>

### Multi-touch Screen

50"

**TH-50LFB70**

Full HD  
350 cd/m<sup>2</sup>

## Early Warning Software



**ET-SWA100**



Free Panasonic App for iOS/Android  
Visual System Product Information

To explore the full Panasonic Visual System product lineup, download our free app here.

Note: Products featured here comprise just some of the Panasonic products used at Expo Milano 2015 only. Lineups do not represent the full Panasonic Visual System product range. Product numbers vary depending on market.



# Panasonic

## BUSINESS



For more information about Panasonic projectors  
[panasonic.net/avc/projector/](http://panasonic.net/avc/projector/)

Panasonic projectors: facebook page  
[www.facebook.com/panasonicprojector](http://www.facebook.com/panasonicprojector)

Panasonic projectors: YouTube channel  
[www.youtube.com/user/PanasonicProjector](http://www.youtube.com/user/PanasonicProjector)



For more information about Panasonic prodisplays  
[Panasonic.net/prodisplays](http://Panasonic.net/prodisplays)

Panasonic prodisplays: YouTube channel  
[www.youtube.com/PanasonicProDisplay](http://www.youtube.com/PanasonicProDisplay)