

**12<sup>th</sup> September 2014**

## **Panasonic and LiveU collaborate to connect camera and cloud**

*Combines Panasonic's professional camera solutions with LiveU's bonding technology and its cloud-based Central management system, the hub for video ingestion*

**Panasonic has announced an expansion of its strategic collaboration with LiveU to introduce an end-to-end solution enabling P2HD series camera recorders to connect directly to the LiveU Central system and its cloud-based services for live transmission.**

Upcoming releases of Panasonic's broadcasting camera recorders will support a direct connection with LiveU Central, the unified management system which allows broadcasters to acquire both live and recorded content from the field, preview it centrally or remotely, broadcast it live or in scheduled programming and distribute it to any location.

The system is in addition to the workflow where broadcasters and content producers use a separate uplink unit to connect to the LiveU cloud management platform. Panasonic and LiveU believe that utilising technology similar to the LTE dongle on the Panasonic AJ-PX270 P2HD camera offers another effective option for field operations, with minimal equipment and human resources.

"Our ENG cameras have evolved so that we can now create high quality video at low data rates using P2 AVC-ULTRA", said Kunihiro Miyagi, Director of Professional AV Business Unit. "By collaborating with LiveU we can realise live transmission and file transfer on to a world renowned site, making our customer's workflow more efficient."

"We greatly value our long-standing collaboration with Panasonic and this new development represents another important milestone. LiveU provides high-quality live transmission and distribution through our LiveU Central cloud management service." says Samuel Wasserman, LiveU's CEO. "By utilising Panasonic's P2 AVC-ULTRA cameras, end-users will find the process of capturing and uploading content even more streamlined. In simple terms, LiveU Central becomes the hub for video ingestion."

The next stage of Panasonic's and LiveU's collaboration will be presented at NAB2015 (April 2015).

For further information, images etc please contact the Panasonic PSCEU UK PR Department:

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

PSCEU is the European branch of Panasonic Systems Communications Company, the global B2B division of Panasonic. PSCEU's goal is to improve the working lives of business professionals and help their organisations' efficiency and performance. We help organisations capture, compute and communicate all sorts of information: image, voice, and textual data. Products include PBX telephone switches, document printers, professional cameras, projectors, large visual displays, rugged mobile PCs and fire alarms solutions. With around 400 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 four product categories:**

- Communication Solutions, including professional scanners, multifunctional printers, telephony systems and SIP terminal devices.
- Visual System Solutions, including projectors and professional displays. Panasonic offers the widest range of Visual products, and leads the European projector market with 28 % revenue share. (Futuresource B2B market tracking, Q1/2014)
- Professional Camera Solutions, including Broadcast & ProAV products, security, fire alarm systems and industrial medical vision (IMV) technology. Panasonic is one of the top two professional camera vendors in Europe.
- 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 66.4% revenue share of sales of rugged and durable notebooks and Panasonic Toughpad held a 50.4% revenue share of sales of rugged business tablets in 2013 (VDC Research, March 2014).

#### **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 7.70 trillion yen (71.5 billion Euros) for the year ending March 31, 2014. 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/>

#### **About LiveU**

**PRESS RELEASE**  
**PROFESSIONAL CAMERA SOLUTIONS**

**Panasonic**

LiveU ([www.liveu.tv](http://www.liveu.tv)) is the leader in portable live video acquisition, contribution and management solutions. LiveU's award-winning technology enables live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU's solutions are being used for breaking news and high-profile events, such as the FIFA World Cup™, Winter and Summer Olympic Games, US Presidential Campaign, Royal Baby, Hurricane Sandy, Super Bowls and US Collegiate Championships. From backpacks to smartphones, and satellite/cellular hybrid to external antenna solutions, LiveU offers a complete range of devices for live video coverage. LiveU's solutions include multiple 4G LTE/3G, HSPA+, WiMAX and Wi-Fi cellular links, which are optimised for maximum video quality based on the available network conditions.