

Professional Displays

Panasonic Visual System Solutions [Sitemap](#)[HOME](#)[Products](#)[Solutions](#)[Download](#)[Support](#)[Professional Displays TOP](#) > [Product Information](#) > Why Panasonic for digital signage?[Solutions Top](#)[Why Choose Panasonic Display for Digital Signage?](#)[Case Studies](#)[One Stop Visual Solution !\[\]\(56549452e01ca28bdf2500ced9653143_img.jpg\)](#)[Preliminary Product Information](#)

Special Issue

Why Choose a Panasonic Display for Digital Signage?

There are a lot of displays in the market produced by a variety of manufacturers, ranging from consumer TVs to lower-cost versions and high-spec professional models. Differences in digital signage, such as their reliability and visibility, are directly connected to business performance. Be sure to choose a professional model that is suited to your digital signage application.

▼ Reliability

▼ Visibility

▼ Flexibility

▼ Wide Lineup

Panasonic's professional displays have special features that you don't find on consumer TVs and low-quality displays.

Reliability



This is the most important display requirement. Digital signage shows images under a wide range of harsh conditions, such as continuous 24/7 operation. Panasonic's professional displays include various models that cope with difficult usage conditions.

Visibility



Digital signage is viewed from the front and both sides. It is also often installed in bright places. Panasonic displays use an LED backlight and IPS Panel to provide beautiful images in various installation locations.

Flexibility



Panasonic's professional displays can be installed either horizontally or vertically. They also link easily to other devices, and make it easy to transmit data and display complex images from distant places. They make possible many things that simply were not possible before, providing solutions for user needs.

[Return to Top](#)

Reliability

Panasonic's professional displays are designed to withstand a variety of usage environments.

Durability



Panasonic's professional LCD displays use highly durable panels and components, so you can use them for a longer period of time. They provide stable operation, with stunningly beautiful images, for a very long time. These rugged displays are ideal for installation in digital signage applications where a lot of people pass by.



24/7 Operation

The tough design makes the display panel suitable for use as signage that operates all day and night in places such as restaurants, shopping malls, transportation facilities and surveillance stations.

* In case of running for a long time, the moving image is recommended to be displayed. If you display a still picture for an extended period, the image retention might remain on the screen. However, image retention can gradually disappear by displaying a moving images.

[Return to Top](#)



Visibility

Beautiful images can be provided regardless of where the display is installed.



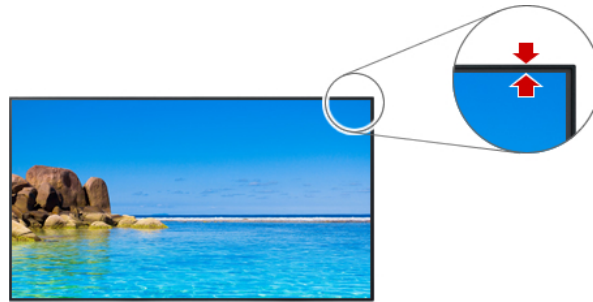
LED Backlight Used

LEDs are brighter and easier to see than fluorescent tubes, so they are ideally suited to use in public spaces. They also consume a relatively small amount of power, making these displays eco-friendly.

Wide Viewing Angle for Sharper Images

The IPS panel has a wide viewing angle, so colors don't change when the image is viewed from right or left angles. Information can be accurately relayed to groups of people in large areas, like public spaces.





Slim Bezel

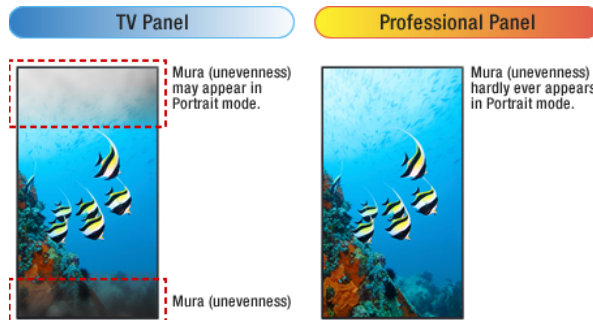
The slim bezel design makes the bezel almost unnoticeable. This allows the viewer to concentrate on the image.

[Return to Top](#)



Flexibility

Vertical installation, which is possible only by professional displays, and system expansion meet a variety of user needs.



Flexible, Vertical Installation

The display can be installed either horizontally or vertically to match the content and installation location without being affected by "Mura" (unevenness). This is because the display has relatively uniform pressure distribution as compared to a TV panel, which results in far better stability. Regardless of the installation direction, the lamp life stays the same since a constant operating temperature is maintained.

System Expandability

Using DIGITAL LINK makes it possible to transmit video, audio and control signals over a long distance (up to 100 m [328.1 ft]) with a single LAN cable.*1 Easy cabling also reduces labor during setup. This provides transmission of high-quality images and sounds, as well as remote control.



*1: CAT5e(STP) cable or higher.

*2: WUXGA(1,920 × 1,200 pixels) compatible.

The ET-MWP100G Multi Window Processor offers a variety of multi-screen layout solutions by processing different input sources onto video walls, rear multi projection and edge blending projection systems. The ET-MWP100G is an ideal visual solution for control rooms, simulations, signage and exhibitions.

Video wall



Rear projection multi-screen



Multi-screen projection system



Multi Window Processor



ET-MWP100G

*MWP100G is not available in the US.

[Return to Top](#)

A Wide Lineup for Various Uses

Panasonic offers a wide lineup of displays to meet the needs of various digital signage applications. By selecting the model that best matches the application, you can achieve the most effective digital signage operation.

4K UHD

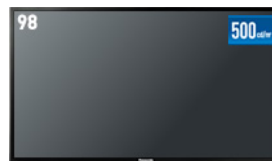


- High Durability & Reliability
- Excellent 4K Image Quality
- Easy Installation & System Expandability

[LQ Series] 4K UHD Large Display



*Actual resolution: 3840x2160p



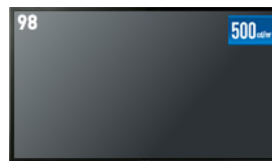
TH-98LQ70

[Product Information](#)



TH-84LQ70

[Product Information](#)



TH-98LQ70L

[Product Information](#)



TH-84LQ70L

[Product Information](#)

Indoor

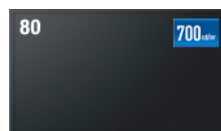


- High Brightness
- System Expandability
- High Reliability

[LF Series] LCD Displays



LF50 Series LF80/LF60/LF6 Series



TH-80LF50

[Product Information](#)



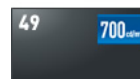
TH-70LF50

[Product Information](#)



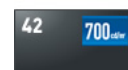
TH-55LF80

[Product Information](#)



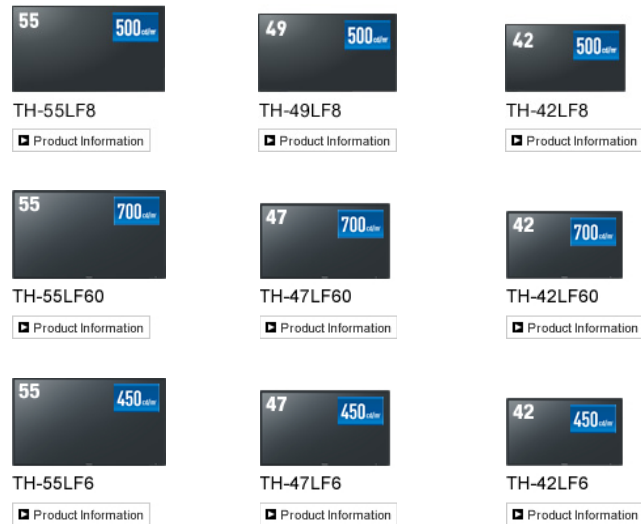
TH-49LF80

[Product Information](#)



TH-42LF80

[Product Information](#)



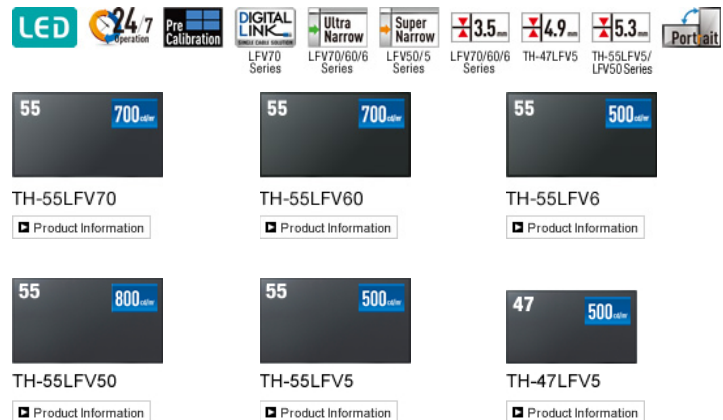
Video Wall



- Installation Flexibility
- High Reliability
- High Visibility

[LFV Series]

Ultra/Super Narrow Bezel LCD Display



Outdoor



- High Visibility under Sunlight
- Durability against Rain/Dust
- System Expandability

[LFX Series]

Tough LCD Display



Multi Touch Screen



- Easy set-up & Operation
- Wireless & Network Capability
- ECO & Good Usability

[LFB Series]

Multi Touch Screen LCD Display



[LFC Series]

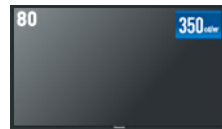
Network LCD Display



Network

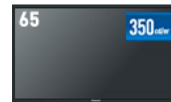


- Bright Clear Image Quality
- Wireless & Network Capability
- Low Power Consumption



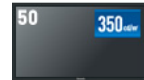
TH-80LFC70

[Product Information](#)



TH-65LFC70

[Product Information](#)



TH-50LFC70

[Product Information](#)



- Slim & Stylish offers Excellent Visibility
- Simple, Flexible Media Presentation
- Generous Connectivity for Professional Use

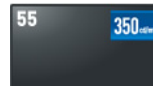
[LFE Series]

Standard LCD Displays



TH-65LFE8

[Product Information](#)



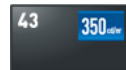
TH-55LFE8

[Product Information](#)



TH-48LFE8

[Product Information](#)



TH-43LFE8

[Product Information](#)

[Return to Top](#)

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	Relays, Connectors				
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