

## Panasonic Unveils 4 New LCD Models

Written by Bob Snyder  
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Panasonic brings out 4 LCD displays designed for a broad range of digital signage applications including POS/POI screens, transport applications and outdoor signage solutions.

Part of the LF family, the new displays can be installed in a range of different environments. The **LF25**, available in 42" & 47", features a slim frame suitable for standard POS and POI screens, menu boards and signage.

For ambient light conditions (such as shop windows), the brighter new **LF30** series, also available in 42" & 47", is equipped with Panasonic's original function slots, "SLOT2.0", so users can easily change interfaces or internal computers depending on the signal source.

Designed to withstand poor weather conditions, the High Brightness (1.000 cd/m2(**2**)) **LFP30\*** is highly suited to outdoor advertising and digital signage applications. Available in 42" & 47" with protection against dust and water at level IP66, it's suitable for installation in factories, public spaces, and transport facilities.

Designed for a very bright outdoor environment, the **LFT30** depends on the combination of LCD trans-reflective technology, with brightness (1.500 cd/m2) and a forced-air cooling system. This series is standard equipped with touch screen technology and protection against water and dust at a level equivalent to IP53, allowing interactive applications in public spaces and information

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kiosk in shopping centres. The strong colour and brightness of the displays ensure images can be seen regardless of weather conditions or viewing angles.

“The four different models reflect what our customers have been looking for in a mid-size LCD display, touching on every scenario from outdoor to corporate, “ says David Martin, General Marketing Manager, Panasonic displays. “In response, we’re working to expand our LCD line-up and today’s launch marks **the first time Panasonic has developed a weatherproof and touch-screen LCD for the outdoor and attractions market** , a testament to our growth and continued innovation.”

The four models available later this year are:

- LF25E: (TH-42LF25ER), (TH-47LF25ER) available from October
- LF30E: (TH-42LF30ER), (TH-47LF30ER) available from October
- LFP30W: (TH-42LFP30W) available in September, (TH-47LFP30W) available in October, LFT30W: (TH-47LFT30W ) available in November

Go [The New Part of the Panasonic LF Family](#)