

Panasonic's 12 Series of Plasma Displays

Written by Bob Snyder
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Panasonic Professional Projectors and Displays Europe (PPDE) launches the first three models from its 12 series range of plasma displays.

The new large format displays feature Panasonic's NEO PDP technology with "double efficiency and improved image quality within a thinner and lighter display."



The first 12 series screens are available in 58", 65" and 85" models and can be mounted horizontally or vertically via a slot-in system to suit a broad range of display functions. NEO PDP offers moving image resolution of 1080 lines and 40,000:1 contrast ratio.

The 12 Series range has been slimmed down, reducing the weight of all models for easier transport and installation. The displays have been "developed for 24-hour use with robust front panel and lifespan of up to 100,000 hours, making them a cost effective proposition for the longer term."

The 12-series also offers a high degree of customisation through an easy access slot system that allows users to select modular boards to provide the right combination of inputs to suit any particular application. The first of the 12-Series models come to market throughout November & December.

Commenting on the prospects for the new range Chris McIntyre-Brown, Head of Professional IT & Imaging, **FutureSource**, says: "The market for large format 65"

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Digital signage will undoubtedly be the key driver for growth in this category but the presentation space is also expected to see rapid adoption as AV budgets ease and companies shrug off the 'make do' culture experienced during the last year."

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