BIG DISPLAYS FOR BIG BUSINESS

85”/103”
1080p Full HD Professional Plasma Displays
Displays realistic, life-size images of people.

85 inches

Creates breath-taking scenes with incredible depth for large viewing spaces.

103 inches
Largest Screens and Outstanding Image Quality Create A More Powerful Visual Impact.

Panasonic’s NeoPDP Technology, developed through integrating years of accumulated plasma technology, includes the ingenious efficiency of our building. Through various processes, achieving the best performance, the NeoPDP technology enabled us to achieve 42”-50” HD, contrast-enhanced image performance. From the development to the repair, external traffic by the latest technology, enables various applications. In addition, the latest design of the front panel allows a very thin wall panel to be installed. As a result, size and weight have also been significantly reduced.

Tough Display Panels with Impact-Resistant Hard Glass Panels

Hard glass carefully protects the front surface of all Panasonic Plasma displays. In the case of external impact, this durable design helps prevent cracking and other damage.

Products That Help the Environment

Panasonic Professional plasma display panels offer a long life of approximately 100,000 hours. Regardless of whether they’re used vertically or horizontally, you’ll get years and years of sharp, beautiful images with approximately 100,000 hours.*³ Regardless of whether they’re used vertically or horizontally, you’ll get years and years of sharp, beautiful images with approximately 100,000 hours.*³

Network Functions

A LAN connection lets you operate the display by remote control. Compatibility with the industry-wide F-LeLink*¹ standard allows for efficient operation with existing infrastructure.

Flexible Installation

- Wall Mounting
- Ceiling Mounting

Flexible Floor Installation

An optional floor stand for the 85-inch model allows you install this display anywhere, without needing any additional wall reinforcement or mounting work.

Network Diagram

*1: ratio of the luminosity of the brightest and the darkest color the display is capable of producing simultaneously.

*2: Using a measurement method developed and applied by the APDC (Advanced PDP Development Centre Corporation).

*3: Comparing full-HD models to existing sizes with like 2007 Panasonic models.

Presentations

Big as Life Promotions

Almost more viewers with crisper image. Large-screen plasma displays allow for more enticing presentations by accurately conveying information as it was originally intended. The wide angle view also allows for a clear picture when viewed from anywhere in the room along with superb full-HD images that bring remarkable impact to large-screen presentations.

Share Your Message on a Large Screen

Sharp, crisp images and vibrant colors allow these large-screen displays to gain and hold your audience’s attention. Whether presenting internal documents everyone has a clear view regardless of where they sit, making it easy to share important information and ideas with others.

Ideal Display for Small and Medium Sized Rooms

You don’t need a large conference room for a large-screen display. All you need is a large, easy-to-read text, and a viewing distance that enables clear viewing, even from the back of the room. Panasonic Professional display ensure high visibility in conference rooms, meeting halls as well as in other small spaces, too. thanks to their slim, compact design.

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Digital Signage

Experience the Appeal of Large-Screen Power

Dynamic large-screen images almost seem to jump off the screen. In addition to displaying the tiniest of details, large-screen displays can captivate viewers with true-to-life imagery. They can also display powerful moving video and bright digital signage content for any kind of business promotion.

Eye-Catching Large-Screen Effects

The 7 foot (approx.) length of the 103-inch display provides much of its incredible impact. And the 85-inch display can project life-size images of people when installed vertically. Both of these large screens feature the kind of high-definition imagery that can only be produced by the superior motion picture resolution of the plasma system. The clear, high-definition images of these displays, produce superior eye-catching effects.

NeoPDP™ Technology – Twice the Luminous Efficiency

NeoPDP™ technology doubles* the luminous efficiency of our previous 2007 models. In addition to higher screen brightness, this proprietary technology also minimizes power consumption to reduce running costs.

*Comparing full-HD models in existing sizes with same-size 2007 Panasonic models.

85-inch Model

103-inch Model

Insufficient depth expression (Conventional) Enhanced three-dimensional effect (PF12 Series)

Flexible Installation

Neat and clean installations that don’t block traffic paths are created by suspending displays from the ceiling or mounting them to a wall. The plasma display’s wide viewing angle also ensures a clear view wherever it’s mounted.

85-inch Model |

103-inch Model |

Subtle color shades and detailed textures are realistically displayed. These large, high-impact screens create impressive signage systems.

Flexible Installation

Plasma displays can be installed without requiring special protective covering.

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Installation Examples

Reymour & Flanigan

USA

The materials in the fine furniture and fabrics that are exhibited at Reymour & Flanigan stores are displayed in highly realistic large-screen images. The plasma display, which features a wide viewing angle and excellent clarity, displays consistently sharp, easy-to-see information.

Shanghai Metro People’s Square Station

Shanghai, China

Digital signage with ten plasma displays was installed at this busy subway transfer station, which is used by more than 500,000 people daily. Compared to conventional illuminated signboards, these displays have a more powerful advertising effect due to their ability to display fast-moving images.

Flora Shopping Center

Prague, Czech Republic

Three 103-inch plasma displays are suspended from the ceiling in a vaulted area of this popular shopping center. The digital signage presents clear information to each floor, giving customers a dynamic form of advertising that simply isn’t possible with ordinary static signage.

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**Installation Examples**

- **Channel Nine**
  Australia
  A plasma display is used on set for a popular talk show called, “The Footy Show.” This display presents fast-action sports scenes in high resolution and greatly enhances the video images that are displayed throughout the show’s broadcast programming.

- **TV Tokyo Corporation**
  Tokyo, Japan
  TV Tokyo installed a 103-inch display on their television news set to display images in full-HD quality. In addition to the impressive presence of the huge screen, the display’s compact body gives the overall set design a neat and clean appearance.

- **Czech TV**
  Czech Republic
  A 103-inch plasma display was installed in the studio of the “Good Morning Show.” The large-screen display is situated behind the newscasters, and its stunning images have become a highly distinguishing feature of the show.

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**TV Stations/Video Production**

**High-Impact, High-Quality Large-Screen Images**

Panasonic plasma displays faithfully reproduce all kinds of images, from stills to video clips. Their high contrast and moving picture resolution provide clear and accurate views of everything from flip charts to live relays, making terminal board adds HD-SDI interface support, making them ideal for broadcasting use, where optimal image quality is essential.

**In Television Studios...**

**Large-Screen Displays with a Slim Profile**

Wall mounting enables a neat, clean layout even in small studio spaces. The slim design of the 85-inch model has a depth of only 3.9-inch. Panasonic large-screen displays can also give the room a stylish look while producing highly detailed images.

**In Editing Rooms...**

**Faithful Color Reproduction**

The 103-inch model is equivalent to four 50-inch screens, and the 85-inch model is equivalent to four 42-inch screens. When displaying multiple image sources, original image colors can be faithfully expressed without being affected by the contrast and color of adjacent images.

**HD-SDI System Compatibility**

Both displays are compatible with high-resolution, image-enhancing Dual Link HD-SDI (SMPTE372M compliant) and HD-SDI (SMPTE292M compliant) interfaces. They are capable of reproducing the outstanding, full digital image and sound transmission that is used in most broadcast facilities.

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< Optional Function Boards >

**Dual Link HD-SDI Terminal Board with Audio**

TY-FB110HD

- Supports Dual Link HD-SDI (meets SMPTE372M standard), and HD-SDI in webs (SMPTE292M standard)
- Supports DCI 2K (RGB 4:4:4/YPbPr 4:2:2 at 60p/50p) without image resolution conversion.
- Supports SMPTE audio (16 channels) (this is only when the signal is multiplied to Dual Link HD-SDI Link: A)
- *DCI refers to Digital Cinema Initiatives.

**HD-SDI Terminal Board with Audio**

TY-FB10HD

- Enables viewing of digital high definition images from digital video equipment on a plasma display using a terminal board compatible with the SDI system used by facilities such as broadcasting stations.
- Enables simultaneous video and audio signal transmission (16 channels) using a single cable.

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* An external screen splitter is required.
Amusement Facilities

Vividly Colorful Spaces Created by Large-Screen Displays

These high-quality, large-screen displays are minimally affected by even the brightest surrounding illumination. Also, when multiple images with detailed information are displayed on a large screen they all appear bright and clear. This allows the display to clearly show several types of information simultaneously.

Large-Screen Displays Attract Attention

The 103-inch display dominates the scene even when it’s installed in large and busy public spaces. Large-screen displays appeal strongly to viewers with their vibrant, high-density information, even in crowded areas. Their wide viewing angle also ensures that all the images displayed are clearly visible from virtually any angle, allowing the highest impact.

Simultaneous Display of Several Information Streams on Large, High-Resolution Screens

Because multiple messages can be displayed simultaneously on these high-visibility, large-screen models, there is no longer the problem of information being blocked by multi-screen frames. Several information streams, such as live broadcast images and sports results, can be clearly seen on these large and easy-to-read displays with little interference.

Installation Examples

IGT

IGT is the world’s largest game machine manufacturer and holds the largest share of the slot machine market. It uses a 103-inch plasma display as an eye-catcher at exhibitions and events introducing new products. The display presents vivid, highly detailed images, and attracts the attention of visitors wherever it is used.

Hong Kong Jockey Club

Hong Kong, China

Plasma displays have been installed in the clubhouse of the Hong Kong Jockey Club. Staffs praise the durability of the displays as well as the fact that their excellent image quality clearly displays the fast motion action of the horses without any after-images.

West Ashfield Leagues Club

Australia

Several 103-inch plasma displays are installed at the spectator seats, game floor, and restaurant of the West Ashfield Leagues Club. Panasonic plasma displays can be individually configured and mounted either horizontally or vertically, they were ideally suited to meet the Club’s special needs.

Impact-resistant tempered glass protects the front of the plasma display to prevent cracking or damage in the event of impact. This also increases the level of customer safety.

These displays can be mounted on the wall or suspended from the ceiling to provide a neat and clean installation appearance.

Game results and scores are clearly displayed even in dimly lit spaces due to enhanced contrast for easy reading.

Accurate, high-density information is clearly presented on the plasma display, allowing the highest impact.

High Moving Picture Resolution

A full 1,080 lines of moving picture resolution clearly ensures that even the fastest-moving action is displayed clearly, such as sporting events, and scrolling subtitles.

300 Lines of Moving Picture Resolution

The front panel resists scratching, and can be easily maintained by simply wiping off finger-prints and dust with a light swipe of a soft cloth.

When installing more than one display on a wall, the wall strength must be confirmed by a qualified technician.

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Rentals/Exhibitions

The High Impact of Large Screen in Crowds

Providing visitors with clear and accurate information is an essential task for every exhibition, even in spaces where crowds gather. Panasonic’s large-screen plasma displays enable highly visible presentations with their wide viewing angle and high-resolution images. These displays also serve to captivate and potentially attract visitors to the event as well with their impressive size and attractive, eye-catching visuals.

Large-Screen Displays Are Highly Visible

These bright displays leave a strong impression even when viewed from an adjacent walkway. They can provide all visitors a clear viewing angle from virtually any location. Their sharp, crisp images, even under bright lighting, help to enhance live presentation events. And because they are self-illuminating, the shadow of the presenter never blocks the screen, allowing accurate information to be clearly conveyed even in a crowded booth or promotional space.

Flexible Installation

A variety of installation methods are available to match your needs. If ceiling suspension is not possible, the display can also be mounted to the wall. The 85-inch model can also be installed on the floor by using an optional floor stand, and both models can be installed either vertically or horizontally, depending on the images being displayed.

Wide Viewing Angle

The wide viewing angle enables the same information to be shared from any angle it’s viewed from. This allows the points of your presentation to be more clearly visible to the largest number of visitors.

Lifelike Color Reproduction

Even when an actual product cannot be shown in the booth, these large-screen displays can display lifelike images of products in their actual sizes and colors.

Weekly Command Timer

By setting the display order and schedule, you can show the content in a planned and timed sequence without having to assign a staff member to manage operation.

A Weekly Command Timer Example

- 8:00-11:00: Show video images.
- 11:00-17:00: Show images from a DVD player connected with an HDMI cable.
- 17:00-19:00: Show PC images.
- 19:00-23:00: Show PC images.

Installation Examples

- Himeji Tourist Information Center
  Hyogo, Japan
  Himeji is a popular city for sightseers because it has a number of World Heritage Sites. Plasma displays were installed at the city’s information center, and their sharp, clear images convey the many attractions of the region to a large number of tourists each day.

- Volvo Car Corporation
  Sweden
  A 103-inch plasma display was cleverly embedded into a wall to conserve showroom space. Its bright, high-resolution images promote current and upcoming models.
You can create, name, and store 16 different combinations of user adjustments from the menu. You can then easily switch to the preferred setting for viewing movies, sports, or playing video games.

Function slots let you connect the display to a wide range of devices, and make it easy to configure a theater system. Connected devices can also be changed by simply exchanging the boards in the slots.

**Stunning Large-Screen Images**
Images are reproduced with superb gradation, from dazzling whites to robust blacks, and exceptional moving picture resolution. Action movies and sports broadcasts can be clearly displayed with no afterimages.

**Colors Are Faithful to the Original**
A level of color expression that exceeds even the color gamut of the HDTV standard,* renders the specific hues intended by filmmakers, to faithfully reproduce all colors particular to each image. In addition to movies, the images in TV programs are also produced with remarkably true-to-life colors.

* Standard name: ITU-R BT.709.

**[Customized Viewing]**
You can create, name, and store 16 different combinations of user adjustments from the menu. You can then easily switch to the preferred setting for viewing movies, sports, or playing video games.

**[Customizable Design]**
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*For details of the optional function board, please visit our Professional Plasma Display site (panasonic.net/proplasma).
Professional Plasma Displays Meet a Wide Range of Needs — From Retail Stores to Open Public Spaces

Large-Screen, High-Resolution Displays Grab Attention and Convey Accurate Information

Digital Signage

Tokyo Broadcasting System Television, Inc.
Tokyo, Japan
This information transmission system with a 103-inch plasma display at its core was installed at an event space facing a subway station in Akasaka, Tokyo. Its highly reliable display of beautiful full-HD images has made it a very popular installation.

Callaway Golf Company
Tokyo, Japan
The 103-inch plasma display transmits messages from the world’s leading manufacturer of golf clubs, backed by beautiful images reflecting the company’s brand image. High-resolution images with rich gradation are clearly displayed even with the brightest room lighting.

Midland Square Cinema
Aichi, Japan
The 103-inch display, whose rich color gradation, deep black expression, and high moving picture resolution make it ideal for reproducing movies, has been installed in the lobby of this cinema complex. Even under natural sunlight, it displays clear images to provide customers with movie previews and other information.

Public Facilities

National Astronomical Observatory of Japan
Tokyo, Japan
This display supports Japan’s world-leading research into solar physics by clearly reproducing measurement data that was recorded using precision equipment on Hinode, a solar observation satellite. The wide viewing angle and dynamic power of the 103-inch display also boosts the effect of the facility’s press releases which are displayed, as well.

Hyogo Prefecture Disaster Management Center
Hyogo, Japan
Several 103-inch displays were installed at the core of the Center’s disaster response information network. The displays serve to collect information and weather monitoring data from various regions during emergencies, to support meetings for planning counter measures.

Education

National Training Center
Tokyo, Japan
A 103-inch plasma display and HD camera were installed in the facility, where Japan’s top athletes train. The plasma display’s high moving picture resolution clearly shows athlete movements, thereby maximizing the effectiveness of training methods.
NeoPDP™ Technology Doubles¹ Luminous Efficiency
By developing new panel materials and redesigining structures, circuits and drive technology, NeoPDP™ technology was able to double the luminous efficiency over previous models. This also led to improvements in brightness, contrast and motion image performance.

1,080 Lines of Moving Picture Resolution Clearly Show Fast-Moving Images
The high moving picture resolution of the plasma display clearly and accurately reproduces even fast-moving images while suppressing afterimages. The finest details are suppressed afterimages. The finest details are clearly visible to the human eye.

Industry’s Highest Level² of Gradation — 6,144 Equivalent Steps
The industry’s highest gradation — 6,144 equivalent steps — has been achieved for virtually all kinds of scenes. Rich gradation extends from dazzling whites to robust blacks to render even finely detailed textures.

Robust Displays for Installation in Public Spaces
Impact-resistant tempered glass protects the front surface of these plasma displays. In the case of an external impact, this durable design prevents cracks and other damage. The displays can be installed and operated in public spaces where large numbers of people pass through, without requiring an additional protective covering.

Function Slots for Versatile Application
Three function slots allow the display’s connection terminals to be easily exchanged. Simply select the function board that is required for your image sources, and combine them accordingly.

40,000:1 Contrast Produces Rich, Robust Blacks
The world’s highest level² of contrast, a ratio of 40,000:1,*¹ with dynamic contrast of 2,000,000:1,*² it was achieved with image processing technologies like Panasonic’s original Dynamic Black Layer. Rich blacks create a sense of depth that draws viewers right into the scene.

Exceeding the Color Gamut of the Full-HD (HDTV) Standard
H-definition broadcasts are based on the HDTV standard,*³ rather than the conventional NTSC standard. Panasonic plasma displays reproduce a wider color gamut exceeding the entire color range specified in the HDTV standard (ITU-R, BT.709).*⁴ This provides large-screen displays with natural colors that are faithful to the original images. Highly intricate images are also reproduced by using Digital Color Reality technology to digitally control video signals with a high degree of accuracy. Robust Displays for Installation in Public Spaces
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Specifications

<table>
<thead>
<tr>
<th>DISPLAY</th>
<th>TH-103PF12U</th>
<th>TH-85PF12U</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screen Size</td>
<td>103&quot; (260 cm)</td>
<td>85&quot; (217 cm)</td>
</tr>
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<td>Screen Size</td>
<td>103&quot; (260 cm)</td>
<td>85&quot; (217 cm)</td>
</tr>
<tr>
<td>Effective Display Area</td>
<td>89.3&quot; x 50.9&quot;</td>
<td>74.4&quot; x 41.7&quot;</td>
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<tr>
<td>Pixel Pitch</td>
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<td>Contrast Ratio</td>
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<td>Picture Resolution</td>
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<td>Number of Pixels</td>
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<td>Dynamic Black Layer</td>
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</tbody>
</table>

1. *4: The ratio of brightness of a screen displaying an all-white signal to the brightness of a screen displaying an all-black signal.
2. *3: ratio of the luminosity of the brightest and the darkest color the display is capable of producing simultaneously.
3. *2: For professional plasma displays, as of June 17, 2009 (according to a Panasonic survey).