



MEDIA RELEASE

## **Giant Panasonic ASTROVISION screens put Olympic-goers in the picture at Games Venues**

**Sydney, 30 July, 2008** – Spectators at the Beijing 2008 Olympic Games will not miss a second of the action with around 1,291 square metres of giant Panasonic ASTROVISION large screen display systems at Olympic venues throughout the Games.

Beijing 2008 will have the biggest live audience ever to attend an Olympic Games. Throughout 18 venues, a 'trackside' view will be assured with the installation of 25 ASTROVISION screens. Spectators and athletes alike will have a bird's-eye perspective of the action.

In the vast space of the National Stadium – the 'Birds Nest' – twin screens have been installed for the Opening and Closing Ceremonies and other events - each with a total display area of 152 sq m. The Stadium will be complemented with awesome sound from 264 RAMSA all-weather loudspeakers. In total, 284 entire professional audio systems will be installed across 41 venues.

"At Beijing 2008, Panasonic will supply more than double the ASTROVISION display area provided in Athens 2004. It's all part of the worldwide commitment to ensuring the best seat in the house whether you are in the stadium or in the lounge room," said Mark Deere-Jones, Director Business Systems, Panasonic Australia.

The ASTROVISION screens consist of hundreds of LED (Light-Emitting-Diode) units. Each unit contains a layer of LEDs, many times brighter than a home TV, in a grid of red, blue and green.

By blending red, green and blue (RGB) and controlling their brightness at 1,024 different levels, ASTROVISION screens can achieve more than one billion colour variations to produce high quality images. With a brightness of 5,000 cd/m<sup>2</sup>, ASTROVISION delivers high quality images even outdoors in natural light. A 140-degree horizontal viewing angle ensures there is no colour distortion.

High-intensity LEDs replace the previous fluorescent tube in the ASTROVISION panel, reducing power consumption by more than 75 per cent and weight by more than 50 per cent compared with the model used in Atlanta 1996.

The Beijing 2008 Olympic Games begin on August 8, 2008. Panasonic will be there to capture and display every stride, stroke, and jump of the Games, making sure that the experience for spectators is unforgettable.

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Panasonic is proud to support the Olympic Movement - which is aimed at promoting world peace through sports - as an Official Worldwide Olympic Partner in the Video and Audio Equipment category for more than 20 years since The Olympic Partner (TOP) Program commenced for the Calgary Olympic Winter Games in 1988.

Under the slogan of "Sharing the Passion," Panasonic will contribute to the success of the Olympic Games through its technology. Panasonic recently renewed its partnership with the International Olympic Committee for a further eight years to 2016.

For more information, visit: <http://panasonic.net/olympic/>

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