



MEDIA RELEASE

Channel 7 creates High Definition 'window' on *Sunrise* set with 103-inch plasma panel

Channel 7's flagship *Sunrise* breakfast show has a new look, with a Panasonic 103-inch Plasma providing a high-definition backdrop behind hosts Kochie and Mel.

Paul Slater, Channel 7 Resident Director, said: "The 103-inch panel takes high-definition footage of Martin Place from a camera mounted in the newsroom on the upper level, providing a streetscape behind the two presenters.

"The Full High Definition panel was ideal because of its sheer size, to provide the very large backdrop we needed behind the *Sunrise* desk. Also, the clarity and colour of the screen is incredibly realistic - most viewers think we have changed the set around and are presenting against a different window."

The panel will also display the show's new Olympic-themed graphic as *Sunrise* celebrates the Beijing 2008 Olympic Games by hosting athletes' family and friends during the Games.

Channel 7 has mounted the 103-inch panel on a mobile platform, so it can also be wheeled into position for *The Morning Show* and stored during news bulletins.

The *Sunrise* set also includes five 50-inch High Definition VIERA Plasma TVs, which are used to run logos and graphics as well as 'play-off' shots previewing the next segment before commercial breaks. The screens are also used as a backdrop during in-studio band performances.

Panasonic 103-inch Plasma

Panasonic's 103-inch plasma panel is ideal for any location where an ultra-large display is needed to deliver maximum visual impact.

The TH-103PF9WK has 1080p (progressive) HDTV resolution, provides clear, brilliant images with exceptional detail and true-to-life colour, and can deliver more than two million pixels of performance (1,920 x 1,080).

Thanks to Panasonic's advanced 16-bit digital image processing, the 103-inch Full HD plasma reproduces crisp, clear motion images with the equivalent of 4,096 gradation steps for enhanced image depth and fine detail. Crisp, deep blacks are ensured with up to 5000:1 contrast.

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