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Panasonic Signs Exclusive Agreement with VOGO to Distribute 'Sports Presentation System for Personal Devices' in Japan



This system delivers live video streams to spectators' smartphones from cameras placed around the sporting venue. The transportable system is suitable for short-term events.

Osaka, Japan - Panasonic Corporation today announced its subsidiary, Panasonic Information Systems Co., Ltd., has signed an exclusive agreement with VOGO SAS, a leader in mobile technology products that enhance in-venue fan engagement, to distribute VOGO's sports presentation system for personal devices in Japan.

This system distributes live videos and commentary films shot from a variety of camera angles to spectators' smartphones and tablets with VOGO's VOGO Sport application, via Wi-Fi spots accessible only within the sporting venue. VOGO Sport allows the user to choose a camera angle, view instant replays, activate slow motion mode, or get a real time zooming image. This takes the joy of watching sports to new heights, letting spectators engage more with the game while watching it at the stadium. Montpellier, France-based VOGO first provided the service for the European Judo Championships in April 2014. Since then, VOGO has covered many sports events such as tennis, soccer, athletic sports, motor sports and archery.

Panasonic has been providing various stadium solutions for large-scale sports stadiums. With an increasing interest in sports towards 2020, providing an exciting in-stadium experience calls for creating and offering new kinds of spectator experience in small venues and limited-time events. VOGO's system is transportable, and can be easily set up in the venue temporarily for the duration of each event. Panasonic has found it ideal to add into the series of the company's stadium solutions. The signing of the exclusive distribution agreement in Japan comes after field tests in December 2016 during official games of the Japan Rugby Top League at Prince Chichibu Memorial Rugby Ground in Tokyo, which verified the effectiveness of VOGO's system.

Panasonic will continue to propose and offer a wide variety of stadium-oriented solutions to add a whole new level of excitement in watching sports.

About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, enterprise solutions and device industries. Since its founding in 1918, the company has expanded globally and now operates 474 subsidiaries and 94 associated companies worldwide, recording consolidated net sales of 7.553 trillion yen for the year ended March 31, 2016. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic:

<http://www.panasonic.com/global>.

About VOGO

VOGO is a leader in mobile technologies that offer a compelling media experience for in-venue spectators and an all-new outlet for advertising and promotions for sponsors. The company's VOGO SPORT is an application for mobile devices that enables immersive and enhanced viewing of live stadium sports and events. With VOGO SPORT on their smartphones or tablets, spectators can watch, zoom, and replay live-action sports in real time and from several different camera perspectives.

Since its launch, VOGO has covered many high-profile, international events in partnership with broadcasters, event management companies, sports associations, and teams. For more information, follow VOGO at www.vogosport.com

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