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Panasonic Enables the Berliner Philharmoniker to Stream Concerts in 4K/HDR

Advance distribution service of 4K/HDR video-on-demand will start October for owners of Panasonic TVs and Blu-ray Disc recorders/players

Osaka, Japan - Panasonic Corporation announced today that it has installed a new video system to upgrade the Digital Concert Hall (DCH)¹, the internet video streaming platform of the Berliner Philharmoniker (BPH)², to 4K High Dynamic Range(HDR). Panasonic has a rich heritage of developing both professional-use broadcast video technology and home entertainment products like TVs and Blu-ray players. As part of this upgrade, Panasonic utilized both professional and consumer technologies and knowhow.

Panasonic has been collaborating with BPH on technology development since January 2017, exploring opportunities to bring a premium and authentic live concert hall experience to the home and the in-car environment.

The upgrade to 4K/HDR quality for the DCH platform has been one of the major initiatives of the joint project. Since July 2017, Panasonic has been delivering its state-of-the-art 4K/HDR video equipment to the Berlin Philharmonie and its video recording and editing studios. In addition to the professional equipment, which includes nine broadcast cameras, seven monitors and switchers, Panasonic provided two consumer OLED TVs (65EZ1000/55EZ950) for quality control of the concert streams for the home audience.

Beginning with the opening concert of the 2017/18 season on August 25th, the capturing and editing will be done with the new equipment. The first high quality 4K/HDR concert video will be available worldwide in the archive of the DCH from October. At that time, the services for TVs and Blu-ray Disc recorders/players will become available for owners of compatible Panasonic products³ for 120 days after the initial broadcast, ahead of wider distribution. The DCH will provide home audiences with an authentic live concert hall experience by broadcasting ultra high-definition video which vividly reproduces even the luster and texture of musical instruments.

Furthermore, in order for both its Panasonic and Technics brand audio and video equipment to deliver high-quality, emotive sound, Panasonic has been holding learning sessions with Berlin Phil Media's recording producers and sound engineers to better grasp the aesthetics of music and the emotion of music.

Working with BPH, Panasonic will deliver a new impressive and immersive experience to audiences which will further fuse traditions and innovation in audio and video technology.

Notes:

1. Digital Concert Hall

The Berliner Philharmoniker's "Digital Concert Hall" is the orchestra's internet video platform with approximately 450 concert recordings and more than 1,200 works available in the online archive. Over 40 new productions are planned for the 2017/2018 season that started in August 2017, which will be broadcast live throughout the world. There are also broadcasts and recordings of projects from the education program, a film section with documentaries about the Berliner Philharmoniker and more than 250 interviews with artists.

To learn more about the Digital Concert Hall: www.digitalconcerthall.com

2. Berliner Philharmoniker

Founded in 1882, the Berliner Philharmoniker have been among the world's most eminent orchestras for a long time. Their legendary chief conductors include Wilhelm Furtwängler, Herbert von Karajan and Claudio Abbado. In September 2002, Sir Simon Rattle assumed the post. On his inauguration, the orchestra's education programme, addressing new

audiences, was initiated and generously supported by Deutsche Bank.

To learn more about the Berliner Philharmoniker: www.berliner-philharmoniker.de

3. 4K/HDR compatible models

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, and B2B businesses. Celebrating its 100th anniversary in 2018, the company has expanded globally and now operates 495 subsidiaries and 91 associated companies worldwide, recording consolidated net sales of 7.343 trillion yen for the year ended March 31, 2017. 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>.

Media Contact:

Global Communications Department

Panasonic Corporation

Tel: +81-(0)3-3574-5664

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