

DIGITAL ACTIVATION GUIDE

Panasonic Corporation

Panasonic ECLIPSE LIVE by SOLAR POWER

-2012 from Australia-

**Panasonic ECLIPSE LIVE by SOLAR POWER**  
-2012 from Australia-

11/13/2012 19:44:54 UT

The north of Australia will witness a total solar eclipse. Using only solar power to film and broadcast the eclipse live to the world, the "Filming the sun, using the sun" project faces its second challenge.

Panasonic's high efficiency "HIT" solar panels will be used to produce all the energy for the broadcast, with portable batteries for storage and a Lumix GH2 for the live broadcast video capture.

A broadcast from the first Eclipse Challenge



In May of this year, Panasonic broadcast an annular eclipse from Mount Fuji in Japan, so this will be the second such live broadcast. This time our challenge is to send out to the world a clear live broadcast of the even more dramatic and spectacular total solar eclipse.

Report Video from the last project (2mins 12sec).

English <http://ch.panasonic.net/contents/10226/>

Japanese <http://ch.panasonic.net/jp/contents/10225/>

## 2. About the Total Solar Eclipse

A total solar eclipse occurs when the moon crosses between the sun and Earth, therefore effectively concealing the whole body of the sun from view.

Since the total eclipse is a phenomenon in which the sun itself can't be seen, it is actually the hot gases of the Corona, the so called "diamond ring" and the "prominence" that we can actually observe.

The viewing path from which someone is able to observe a total solar eclipse in its totality is very narrow, and therefore you would be lucky to see this even once in a lifetime.

<International Eclipse Live Times>

Country (TD)	Live start (tentative)	Partial Eclipse Begins	Total Eclipse Begins	Mid-Eclipse (Total 1m40s)	Total Eclipse Ends	Partial Eclipse Ends	Live finish (tentative)
Cairns ( $\pm 0$ )	11/14/2012 4:30:00	5:44:54	6:38:45	6:39:36	6:40:26	7:40:14	8:00:00
Time Zones							
Tokyo (-1)	11/14/2012 3:30:00	4:44:54	5:38:45	5:39:36	5:40:26	6:40:14	7:00:00
Delhi (-4.5)	11/14/2012 0:00:00	1:14:54	2:08:45	2:09:36	2:10:26	3:10:14	3:30:00
Dubai (-6)	11/13/2012 22:30:00	23:44:54	11/14/2012 0:38:45	0:39:36	0:40:26	1:40:14	2:00:00
London (-10) Universal Time	11/13/2012 18:30:00	19:44:54	20:38:45	20:39:36	20:40:26	21:40:14	22:00:00
New York (-15)	11/13/2012 13:30:00	14:44:54	15:38:45	15:39:36	15:40:26	16:40:14	17:00:00
Los Angeles (-18)	11/13/2012 10:30:00	11:44:54	12:38:45	12:39:36	12:40:26	13:40:14	14:00:00

Path of the November 14th Eclipse



Access if you need. PRESS KITS  
[http://news.panasonic.net/presskits/eclipse\\_live\\_by\\_solarpower2](http://news.panasonic.net/presskits/eclipse_live_by_solarpower2)

### 3. Promotional Activities

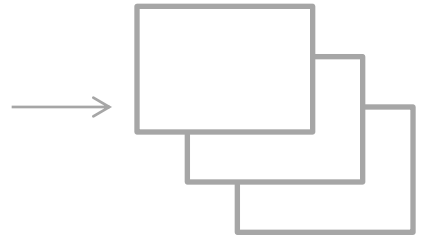
For promotional purposes, a Facebook page and Twitter account have been created. Regular updates from the Eclipse live project will be posted there. It's planned to post details of equipment used for the broadcast, introduce staff, and report on planning and testing for the main event.

#### <Facebook >

<https://www.facebook.com/PanasonicEclipseLiveBySolarPower>



<Reports>

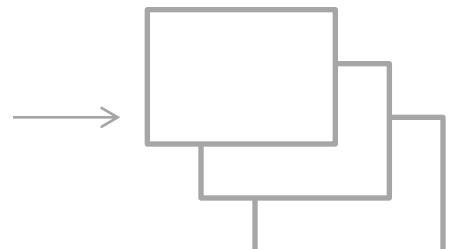


#### <Twitter >

<https://twitter.com/EclipsebySolar>



<Reports>



#### **4. Schedule**

Below is the planned promotional schedule(UT).

1. Sept 27 -

Create Facebook and Twitter feed.

Method of filming the eclipse, testing explanations, location hunting details, staff introductions and overall project status reports reported.

2. Oct. 7 - 10

Japan team goes location hunting.

Meetings in and around the proposed location: The Sheraton Mirage Port Douglas Resort.

3. Nov 9-12

Japan team arrives for the event. Final equipment checks, rehearsals etc.

4. Nov 13th (Day of the total Solar Eclipse)

Eclipse begins approx. 1 hour after sunrise.

Eclipse begins at 19:44:54 Universal Time (UT)

5. Soon after

Reports of the above activities will be posted for viewing on the Facebook page.

## 5. Digital Toolkit

Tools available for your PR of this project.

### 1. Countdown Banner

Please add the source code to your website (local Panasonic site).

311 x 120px



179 x 100px



Access if you need.

PRESS KITS [http://news.panasonic.net/presskits/eclipselive\\_by\\_solarpower2](http://news.panasonic.net/presskits/eclipselive_by_solarpower2)



## 5. Digital Toolkit

### 2. Images that can be used for PR

Please feel free to use the following images at your website, print materials etc.

Filetype

JPEG/PhotoShop



Title image



Project Logo



Eclipse Map

Access if you need.

PRESS KITS [http://news.panasonic.net/presskits/eclipselive\\_by\\_solarpower2](http://news.panasonic.net/presskits/eclipselive_by_solarpower2)

## 5. Digital Toolkit

### 3. Annular Solar Eclipse Live broadcast @ Ustream

We will broadcast live through Ustream.

It's possible to set up a Facebook page to view 2 channels broadcast from 2 different locations at the same time.

<https://www.facebook.com/PanasonicEclipseLiveBySolarPower>

In case of difficulties, please follow the procedure below to set-up the broadcast channel to everyone's Facebook page. Because one channel can be shown on a Facebook page, the main channel should be "Channel 1".

Channel 1:<http://www.ustream.tv/channel/panasonic-eclipse-live-by-solar-power-1>

Channel 2:<http://www.ustream.tv/channel/panasonic-eclipse-live-by-solar-power-2>

Please embed Ustream broadcasting screen to your website ,Facebook page.

### Procedures for embedding to website

#### 1. access to URL

<http://www.ustream.tv/channel/panasonic-eclipse-live-by-solar-power-1>

#### 2.Click "Share" and open "Embed" tab. Copy the source code that matches your need in terms of size and add to your website.

※Displayed window might be changed based on your language setting.

This is for "English" setting.

Channel is offline  
**Panasonic Eclipse Live by Solar Power 1**  
panasonic Join Crowd Pop out

Channel is offline  
**Panasonic Eclipse Live by Solar Power 1**  
panasonic Join Crowd Pop out

Embed code for this channel

```
<iframe width="480" height="296" src="http://www.ustream.tv/embed/12..."
```

Copy to Clipboard (2)Copy

Customize your embed code

- Default
- Blue
- Green
- Red
- Pink
- Small size (360px wide)
- Normal size (480px wide)
- Large size (720px wide)

Enable hardware acceleration for this embed. [Learn more](#)

Use the old embed code instead

Off Air Share

(1)Open



## 5. Digital Toolkit

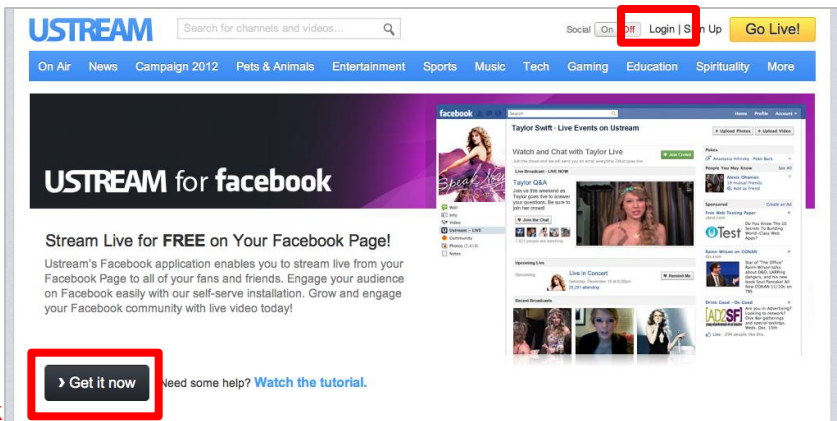
Procedures for embedding to Facebook page

Following the procedure below, please install “Ustream Live” application to your Facebook page. Set up viewing channel to **“Panasonic Eclipse Live by Solar Power 1 ”**.

1) Access to the URL <http://www.ustream.tv/facebook>

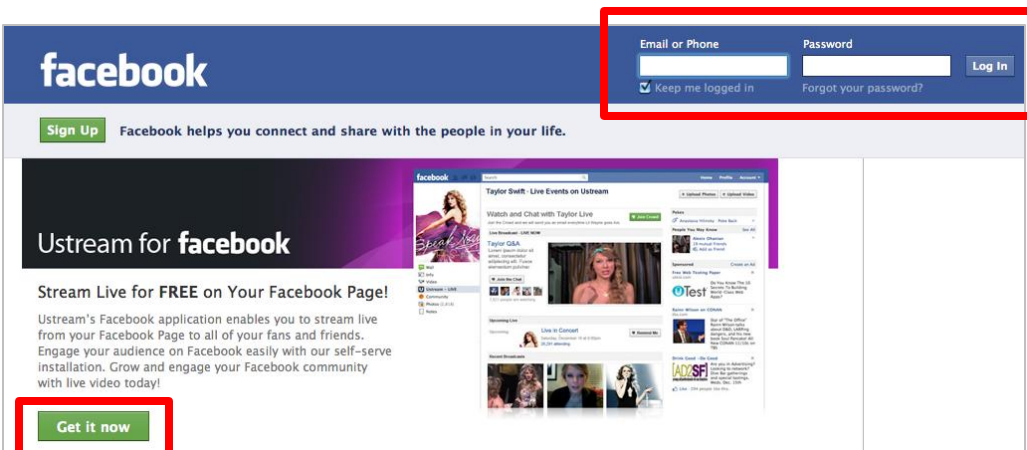
Login USTREAM with administrator’s facebook account, then click “Get it now”.

(1) Login



(2) Click

2) At the next screen, login to Facebook with administrator’s account (account you used when adding Ustream). Click “Get it now”.

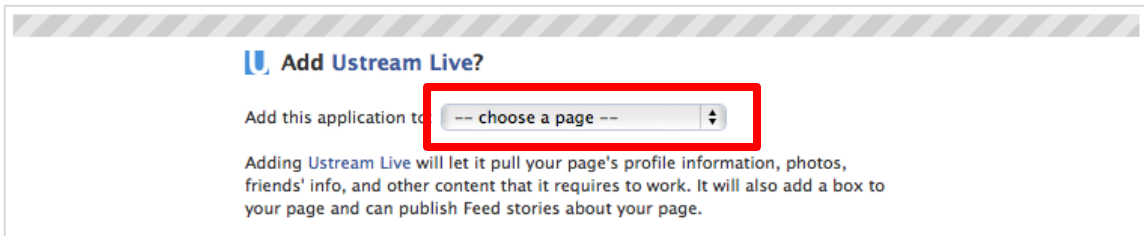


(1) Login

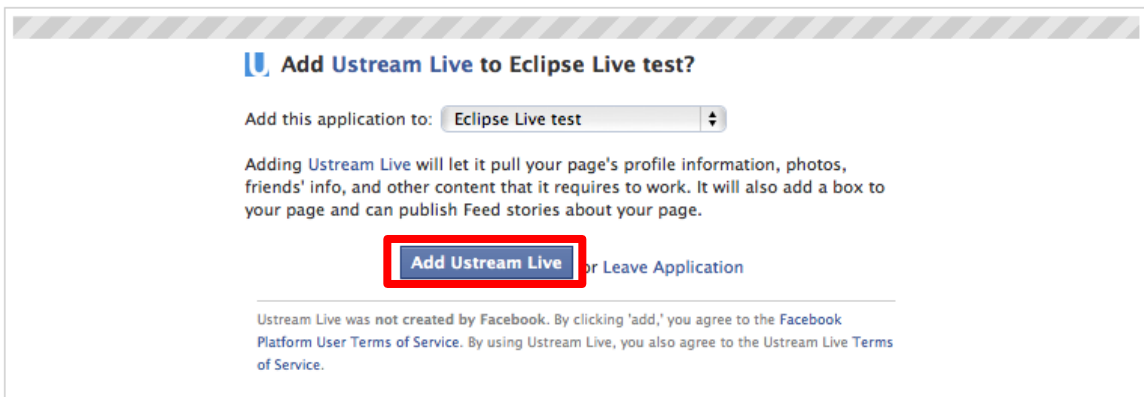
(2) Click

## 5. Digital Toolkit

3) Choose Facebook page from the pulldown menu.



4) Click "Add Ustream Live"



5) Ustream Live icon will be added to your Facebook page. Please click this.



## 5. Digital Toolkit

6) When the settings screen shows up, please type in the following.

- ※ If you are required to log in for USTREAM, access <http://www.ustream.tv/> and login with your facebook account again.

The screenshot shows the Ustream Settings page. At the top, there is a 'Settings' title and a 'Back' button. The main section is titled 'Choose Your Channel'. It contains the text: 'You can put a channel you own, or a channel that belongs to someone else, on your Facebook page.' Below this, there are two radio button options: 'Use One of My Channels' and 'Use Someone Else's Channel'. The 'Use Someone Else's Channel' option is selected and highlighted with a red box. To the left of this box is the annotation '(1) Select →'. Below the radio buttons, there is a text input field for the channel URL. The URL 'http://www.ustream.tv/channel/eclipse-live-from-fuji' is entered and highlighted with a red box. Below this box is the annotation '(2) Type in URL' and an upward-pointing red arrow. Below the URL field, there is a link: <http://www.ustream.tv/channel/panasonic-eclipse-live-by-solar-power-1>. The 'Get Social' section shows a Facebook icon with 'Connected' and a Twitter icon with a 'Connect' button. The 'Customize Layout' section has a dropdown menu for 'Which chat option do you prefer?' set to 'Social Stream', highlighted with a red box. To the right of this box is the annotation '(3) Select "Social Stream"'. Below the dropdown are five radio button questions: 'Do you want to ask people to "Like" your page before they can view your videos?' (No selected), 'Do you want to show channel title?' (Yes selected), 'Do you want to show your video library?' (Yes selected), and 'Do you want to show your upcoming events?' (Yes selected).

## 5. Digital Toolkit

7) Click “Save”and finish.

Do you want to embed a custom iFrame?  Yes  No

[Revert Changes](#)

[Help](#) | [Settings](#) | [Go Pro](#) Powered by **USTREAM**

## 6. Additional request

We would like to ask for your help and cooperation to PR this project.

### 1. PR of Facebook

<https://www.facebook.com/PanasonicEclipseLiveBySolarPower>

The screenshot shows the Facebook page for 'Panasonic Eclipse Live by Solar Power'. The page features a large banner with the text 'Filming the sun, using the sun.' and '11/13/2012 19:44:54 UT Port Douglas, AUSTRALIA'. Below the banner is a video player showing silhouettes of people filming a solar eclipse. The page has 578 likes and 480 people talking about it. There is a '23 Days To Go' countdown timer and an 'ABOUT THIS PROJECT' button.

## Request for your help

- 1) Please Like us from your Facebook page (Local Panasonic Account).
- 2) Please introduce our page through your Facebook page/WEB site (Local Panasonic Account).
- 3) If you find any interesting news from our Facebook page, please share them at your Facebook page (Local Panasonic Account).

## 6. Additional request

We would like to ask for your help and cooperation to PR this project.

### 2. PR using Twitter

Please introduce our project through your twitter account (Local Panasonic account). Below are some sample sentences that can be used.

Until Nov 10	Panasonic Broadcasts Solar Eclipse Live from Cairns AUS!! <a href="https://www.facebook.com/PanasonicEclipseLiveBySolarPower">https://www.facebook.com/PanasonicEclipseLiveBySolarPower</a> #PanasonicEclipseLive
Until Nov 10	Broadcast Live Solar Eclipse Using Solar Power Only!! <a href="https://www.facebook.com/PanasonicEclipseLiveBySolarPower">https://www.facebook.com/PanasonicEclipseLiveBySolarPower</a> #PanasonicEclipseLive
Until Nov 10	May 20th 8PM (UT), Watch Solar Eclipse Live from AUS! <a href="https://www.facebook.com/PanasonicEclipseLiveBySolarPower">https://www.facebook.com/PanasonicEclipseLiveBySolarPower</a> #PanasonicEclipseLive
Nov 11	4days until the Eclipse!! Don't Miss our Live-Stream!! <a href="https://www.facebook.com/PanasonicEclipseLiveBySolarPower">https://www.facebook.com/PanasonicEclipseLiveBySolarPower</a> #PanasonicEclipseLive
Nov 12	Only 3days Left! We Broadcast Live the Eclipse using Solar Power Only! <a href="https://www.facebook.com/PanasonicEclipseLiveBySolarPower">https://www.facebook.com/PanasonicEclipseLiveBySolarPower</a> #PanasonicEclipseLive
Nov 13	2days to Go! Gears are Charging Solar Power Right Now! <a href="https://www.facebook.com/PanasonicEclipseLiveBySolarPower">https://www.facebook.com/PanasonicEclipseLiveBySolarPower</a> #PanasonicEclipseLive
Nov 14	Watch Our Eclipse Live-Stream!! It starts in a few hour!! <a href="https://www.facebook.com/PanasonicEclipseLiveBySolarPower">https://www.facebook.com/PanasonicEclipseLiveBySolarPower</a> #PanasonicEclipseLive

※Eclipse starts in 13<sup>th</sup> (UT) ,14<sup>th</sup> in Cairns time.

#### ④ Project official Twitter account

The official account for this project is”@Eclipsebysolar”  
Please help us to give a boost to our twitter.



#### **Request for your help**

- 1) Please introduce our account at your twitter account (Local Panasonic Account).
- 2) If you find any interesting post from our twitter account, please re-tweet them at your twitter account(Local Panasonic Account).