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Panasonic Projector & Display Launches New Sub-Brand to Transform Media and Entertainment through Innovative Visual Solutions

Panasonic Projector & Display Corporation today announced MEVIX, a new sub-brand encompassing its hardware, visual solutions, and related services. The company was established in April of this year.



Under its tagline “Illuminate the World,” MEVIX will build on the identity and technological excellence of the Panasonic brand, going beyond projection technologies to offer advanced, customized solutions across the globe through comprehensive visual experiences that combine software, services, and strategic partnerships.

Panasonic Projector & Display Corporation believes that images can bring people together and light the way to tomorrow. MEVIX embodies the company’s commitment to unlocking potential through trusted technology, strong partnerships, and inspiring solutions for customers. The brand logo reflects confidence in the power of images to connect and the promise of a boundless future.

Regional units will draw on support from headquarters and a global network to localize their market strategies under the MEVIX brand and pioneer visual technology while building new connections with customers worldwide.

Media

We harness media (means of communication) to create new, unforgettable experiences.

Entertainment

We bring joy through entertainment and beyond.

Visual

We use visuals to turn possibilities into reality.

X (Transformation)

We drive transformation across media, entertainment, and visuals—creating connections the world has never seen.

About Panasonic Projector & Display Corporation

This company was established on April 1, 2025. It builds on the long-standing operational and technological excellence of Panasonic Connect Co., Ltd., in professional visual solutions by developing, manufacturing, and selling globally competitive projectors and displays. Its high-resolution, durable, and advanced offerings feature in diverse environments, from entertainment and education to business and public spaces. The company is a leader in high-end professional projectors across domestic and international markets, with solid credentials in world expos and major international sporting competitions.

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