

Panasonic

Press Release

Blinding Challenge for Panasonic

Universal Studios CityWalk, the gateway to Universal Orlando, is one of the premiere entertainment destinations in North America. Attracting millions of tourists from around the world each year, the 30-acre complex is home to an array of Orlando's busiest restaurants, nightclubs and shopping venues, as well as state of the art cinemas and live entertainment.

Sunny disposition

With tens of thousands of visitors passing through the gates each day, CityWalk was seeking a large screen display system that could feature marketing and entertainment content 24/7. However, it was also a requirement that the system be versatile enough to add strategic content at the touch of a button.

An initial obstacle lay within the premises of CityWalk; situated in the sunny climes of Florida, the famous sunshine presented a natural viewing challenge. Many display systems are unable to offer the advanced technology and design required to withstand such conditions however, with brightness that reaches an impressive 6,000cd/m² – approx. 20% brighter than current LED screens, Panasonic's Astrovision picture is able to remain sharp, clear and bright under even the sunniest daytime conditions.

System Solution

CityWalk selected a 15mm 9.5' x 12.7' Panasonic Astrovision™ LED large screen video display, complete with a custom, high-energy audio system. The screen is programmed by personnel in the Media Control Room, where content can be delivered by clients in real-time via Ethernet.

The system is used to promote the whole portfolio of Universal products; adverts for their theme parks are interspersed with the likes of Universal music videos and movies, which are then viewed by the tens of thousands of visitors who pass through CityWalk's main entryway every day.

Panasonic were also responsible for designing, engineering and installing the organisational infrastructure of the display screen system, enabling real-time media downloads by advertisers and CityWalk administrators. The result is the unprecedented flexibility to promote strategic CityWalk venues instantaneously, as new marketing opportunities unfold during the course of the day.

Panasonic provided the flexibility and real-time capabilities that Orlando CityWalk was seeking. The perfect solution for a blinding brief, the system has now also been replicated in Universal CityWalk, Hollywood.

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For further editorial information, contact either:
(not to be published)

Jessica Milner

jessica.milner@eu.panasonic.com

Tel: 01344 853698

Fax: 01344 853221

Jane Hinton

jane.hinton@eu.panasonic.com

Tel: 01344 853855

Fax: 01344 853221

Panasonic UK, Panasonic House, Willoughby Road, Berks, RG12 8FP