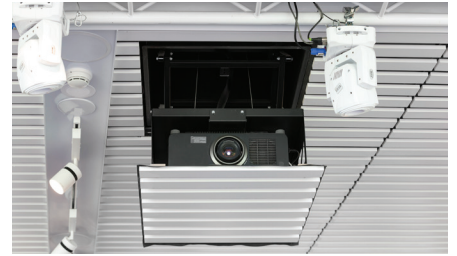




## **PANASONIC, KICKING GOALS WITH COLLINGWOOD FOOTBALL CLUB**

PANASONIC DIGITAL SIGNAGE DISPLAYS SUPPORT COMMUNITY  
ENGAGEMENT AT STATE OF THE ART MELBOURNE VENUE 'THE GLASSHOUSE'



## Panasonic digital signage displays are taking pride of place at 'The Glasshouse', the new \$25 million development that houses state of the art facilities at Melbourne's Olympic Park.

Located on the banks of the Yarra and overlooking iconic Olympic Park, the ultra-modern centre has the latest audio visual capabilities and houses a 1000-person capacity event space and a 150-seat auditorium, as well as a boardroom, café and gym. The Panasonic technology supports a sophisticated AV production and Digital Signage system.

Panasonic LCD displays, high brightness projectors and video walls are installed throughout, including a 5-metre-square LED wall mounted on the exterior of the building that is visible from both the Olympic Park concourse and Olympic Park Oval. This central positioning will see the screen displaying announcements for Olympic Park patrons, as well as being used as a scoreboard.

David Emerson, Director of Stadia, Events and Community, Collingwood Football Club, said: "The Glasshouse allows us to make the most of this remarkable location alongside the Yarra river.

**"Panasonic was chosen on quality and value as the clear winner of the AV Equipment tender process from three other competitors."**

Peter Huljich, Group Manager, Business Projectors and Panels, Panasonic, said: "We are excited to have been involved in this landmark project. Panasonic was able to provide a one-stop shop for the supply of AV equipment including panels, projectors and video walls, and at no further charge provided on-location consultancy and engineering to the client and the integrator."

David Emerson said that the venue offers a new level in event management, not only supporting

the requirement to host several media conferences a week; but also hosting large public events including weddings, conferences, parties and business presentations. Across the venue, 42-inch Panasonic LCD displays mounted in portrait mode are connected to a Digital Signage system to automatically provide the day's event and function information.

The venue's two main function rooms have high ceilings and large glass windows that make the most of the panoramic view over the Yarra and CBD, and can be set up cocktail-style or seated. The common Digital Video switching system installed allows the two rooms to share inputs and be used as one large space. To ensure stunning visual support, four high-brightness 1-chip DLP projectors (PT-DZ870EK) are mounted on lifts and project on to 180-inch motorised screens. Ensuring excellent viewing from all around the room, each function room has also been kitted out with 2x2 47-inch video wall displays, with 3x3 55-inch video walls also featuring in the impressive entry area.

An additional Panasonic DLP projector is housed in the 150-seat auditorium; and the plush modern executive boardroom with views across the precinct features a top of the range 80-inch Full HD LCD to complement the 18-seat oak table. It is used for board meetings as well as private bookings for dinners and lunches.

LCD Panels also feature in the relaxed and stylish café which features a barbecue deck and outdoor seating and have been installed in the new gym.

David Emerson added: "We are looking at further opportunities for outdoor screens in the future, and look forward to exploring that with Panasonic."

### The complete Panasonic installation includes:

1x outdoor LED wall measuring 5.12m x 5.12m

10 x 42" Pro Consumer LCD Displays (TH-42LFE7W) – Room booking displays for Function Rooms

9 x 55" Video Wall Displays (TH-55LFV5W)

12 x 47" Video Wall Displays (TH-47LFV5W) – Function rooms and Main Entry Foyer

5 x 8500 ANSI Lumen DLP Projectors (PT-DZ870EK) – installed in Function Rooms and Auditorium

3 x 55" Commercial Displays (TH-55LF6W) – installed in Gymnasium

1 x 80" Full HD LCD Display (TH-80LF50W) – installed in Boardroom

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