Panasonic's 4K Themed Stand Set To Impress At The Photography Show 2015

Wednesday 4 March, 2015

Related Sectors:

Consumer Technology ::

Scan Me:

Following the success of last years inaugural event, Panasonic is pleased to be exhibiting at The Photography Show 2015 at the NEC in Birmingham. Taking place from the 21st-24th March, Panasonic's impressive 4K themed stand will showcase its range of award winning LUMIX G, LUMIX and HD camcorders on stand C61. Visitors can learn more about Panasonic's growing range of 4K imaging products, meet professional photographers and videographers and even take a 4K photo for themselves.

Panasonic's well-regarded LUMIX products will be available to explore including the LUMIX DMC-CM1, the world's only [1] 1-inch sensor camera with an Android operating system & smartphone functionality, and the award-winning LUMIX G DMC-GH4 that shoots stunning 4K images and video. Panasonic will be offering in-depth product demonstrations on the DMC-GH4 and DMC-CM1 throughout the show for those looking to gain an extensive insight. Perfect for those looking to get to grips with 4K photography using the very latest products, Panasonic's stand is set to be a firm favourite.

The CM1's attendance at the show follows Panasonic's recent announcement that it will now be widely available nationwide from Mid-April 2015 after a successful initial launch phase. To mark this announcement, Panasonic will be giving away 1 x DMC-CM1 everyday at the show – visitors need to look out for the CM1 chocolate bar at the entrance of the show and if they find the 'Golden Ticket', they'll receive a free CM1 [2]. The LUMIX DMC-CM1 is unique in that despite its stylish slim profile allowing it to fit neatly into a pocket; a 1-inch high sensitivity MOS sensor and LEICA DC lens are able to produce high quality images that even rival those of a bulky DSLR.

The creative DMC-LX100 will also be on the stand with its stunning 4K video recording capability as well as the world's first bridge camera offering 4K recording, the DMC-FZ1000.Panasonic's 4K stand is further supported by its 4K camcorder line-up, including the innovative and highly mobile 4K wearable camcorder (HX-A500) and the prosumer 4K HC-AX1000 camcorder - ideal for shooting high quality documentaries and events. Offering four times the resolution of Full HD, 4K technology is truly breathtaking.

With such cutting edge products, it's easy to see why, for the second year in a row, Panasonic was awarded the Best Photography Brand accolade in the 2014 Which? Awards.

Standing out from the crowd, Panasonic's impressive stand will have a dedicated 4K photo zone where visitors can take a 4K photo for themselves using a LUMIX camera.Visitors can also print their photos thanks to the dedicated printers on the stand. Visitors can also come along and meet Panasonic's LUMIX G ambassadors (Damien Demolder, Nick Driftwood, Hug Hastings, Jacob James, Ross Grieve, Ian Cook, Steven Clarey, Stuart Morgan and Casey Gutteridge [3]) and find out why they choose LUMIX G.

There will also be a number of different Guest Speakers, offering a wealth of experience and expertise on photography and LUMIX G. The seminars are detailed below:

4K Cinematic Film Crafting in M43 Format (Saturday 21st March and Tuesday 24th March)

Having produced extensive broadcast quality material for the UK television market and interactive video media for Internet & multimedia delivery, **Nick Driftwood** will be offering his insight into filmmaking and editing, including a live filming of a short scene with actors.

Travelling Light: Images on the Move (Sunday 22nd March)

Learn how to make the most of available light in travel images with internationally published photographer, writer, photo educator and keynote speaker **Jacob Jones.**Specialising in travel, humanitarian and cultural documentary photography, Jacob will explore images of Asia, Africa and Europe and how they were made, as well as demonstrating how to use small flash to create and craft light when needed.

Videographer v's Stills Photographer (Sunday 22nd and Monday 23rd March)

Explore recent work from a stills photographer and a filmmaker with **Hugh Hastings**(the Official Photographer at a Premier League Football Club for nine years) and **Nick Driftwood** (who produces

broadcast quality material for the UK television market and interactive video media for Internet & multimedia delivery). The session will explore convergence of their two very different worlds, and shooting 4K video to obtain high quality stills. See Hugh's latest charity and street portrait work, and Nick's edgy film style

For hands on experience with all of Panasonic's Imaging products, Panasonic's dedicated team look forward to welcoming visitors to the Panasonic stand (C61) at The Photography Show. To find out more about the range of award-winning products that will be showcased on the Panasonic stand please visit panasonic.co.uk, and to keep up to date with all news from the show on www.twitter.com/panasonicuk andwww.facebook.com/panasonicuk plus follow #4KPhoto.

[1] As of 2nd March 2015

[2] Terms and conditions apply

[3] Attendance will vary each day

About Panasonic

Panasonic Corporation is a worldwide leader in the development and engineering of electronic technologies and solutions for customers in residential, non-residential, mobility and personal applications. Since its founding in 1918, the company has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.74 trillion yen (57.74 billion Euro) for the year ended March 31, 2014. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers. For more information about Panasonic, please visit the company's website at panasonic.net.

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk