

Panasonic Brings It All Together in Europe

Written by Bob Snyder
15 February 2012



Panasonic wins all awards for the most corporate announcements at ISE 2012.

First, Panasonic says-- following the completion of its acquisition of Sanyo Corporation--that a new projector business unit has been formed. This unit integrates R&D, engineering, manufacturing, product planning, and marketing. But with the establishment of this new business unit, Panasonic confirms it will cease production of Sanyo-branded projectors by end of March 2012.

All Sanyo branded products will continue to carry the standard manufacturer warranty *even if they are sold after the Sanyo brand is officially withdrawn from the market on 31st March 2012*.

Panasonic also announced it is formed a new company, **Panasonic System Communications Company Europe (PSCEU)** to integrate 12 different B2B product categories, project management and services into one organization of 500+ people.

The new PSCEU is made up of four business divisions:

- **Communication Solutions** including professional scanners, multifunctional printers, telephony systems and HD video conferencing systems.

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- **Visual System Solutions** including projectors, interactive whiteboards, presentation aids and displays. Panasonic is the European market leader in the System & Installation category of projectors (>5000 Lumen excluding D-Cinema) with a 28% global revenue share. (Pacific Media Associates Q3/2011).
- **Professional Camera Solutions** including professional audio visual, security and integrated machine vision (IMV) technology. Panasonic is one of the top two professional camera vendors in Europe.
- **Computer Product Solutions** including the Toughbook range of rugged notebooks, Toughpad business tablets and electronic point of sales (EPOS) systems. Panasonic Toughbook is European the rugged notebook market leader with 62.9% market share in 2010 (VDC, June 2011)

The new organization is structured around customer needs. Masaki Arizono, Managing Director of the new Panasonic System Communications Company Europe (photo above), notes these four benefits:

- Single point of responsibility
- Faster, less risky project rollouts
- European or global pricing agreements
- Complete solutions can be designed, incorporating 3rd party products, using Panasonic's deep engineering expertise.



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Yojiro Matsubara, Director of the new **Visual System** division (photo left), says: “We are excited to be bringing huge innovation to the AV industry in 2012. Technologies such as multi-lamp projectors, large plasma displays and our latest outdoor LCD panels...”

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