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パナソニックグループは5月9日に2024年度決算発表を行いました。本記事では、その概要をわかりやすくインフォグラフィックスで解説します。詳細の情報については、決算短信や決算プレゼンをご確認ください。 Osaka, Japan – March 25, 2024 – Panasonic Entertainment & Communication Co., Ltd. today announced that it will exhibit its latest video technologies and solutions at the National Association of Broadcasters’ 2023 NAB Show, the world’s largest broadcast equipment trade show, in Las Vegas, Nevada from April 6-9. The Panasonic booth, located in the North Hall of the Las Vegas Convention Center (Booth #N1311), will exhibit and demonstrate an advanced AV ecosystem designed for broadcasting, live events and video production under the theme of “Amplifying Innovation, Maximizing Our Impact.” The booth, divided into five zones and a KAIROS hands-on experience area, will present live demonstrations and exhibits highlighting Panasonic’s latest video technologies, workflows and product lineup. Step into this studio setup for a sports program and experience Panasonic’s latest camera lineup, including the new AK-UCX100 4K Studio Camera, AW-UE150AW/AK 4K Integrated Cameras, and AG-CX370 and AG-CX20 Memory Card Camcorders. Visitors can also test the moiré-resistant performance of the AK-UCX100 by using it to shoot a large LED screen. In addition, a prototype of the New 4K Multi-purpose Camera will be showcased as a static display. Also, try out the LUMIX S1R1 Full-frame Mirrorless Camera and the LUMIX Flow app designed to streamline video production workflows. Explore Panasonic’s award-winning PTZ camera lineup, which is widely used in lecture halls, conference rooms, broadcast studios and live events, and learn about the lineup’s long history of industry recognition. Attend a seminar-style presentation to explore cutting-edge solutions for broadcast stations and live events. Also, learn about ST 2110 workflows tailored for live sports and arena productions, as well as strategies for streamlining corporate events and achieving precise color adjustments in live video production. Each session will provide valuable insight into future-ready video production workflows and practical solutions to meet the evolving demands of the industry. Experience a hands-on demonstration of the plug-ins for Media Production Suite, an AI-powered software platform that enhances shooting at online lectures, webinars, academic conferences and presentations, delivering seamless, high-quality production. Incorporating AI technology, Advanced AO Framing plug-in automatically creates highly natural, perfectly framed shots with PTZ cameras. Also, Auto Tracking plug-in uses AI-powered facial recognition and human detection to accurately follow subjects, even when they move unpredictably. The Video Mixer plug-in further expands creative possibilities with advanced video compositing. An upcoming update will introduce an AI Effect Filter for real-time mosaic processing that integrates precise AI face detection and facial recognition. Once installed on a PC, it can automatically detect faces and apply specified filters, such as mosaic blurring, during shooting. In this zone you are invited to experience the Ceiling Array Microphone System, a solution that seamlessly blends in-person and online communication for enhanced hybrid meetings and lectures. Integrated with the new WR-AV800 AV Processor, the system enables synchronized audio and video control with multiple PTZ cameras. See how this technology bridges virtual and physical spaces for fluid, stress-free, high-quality communication. 4K Multi-purpose Camera The successor to the AK-UB300 is targeted for release between Q4 CY2025 and Q1 CY2026. The new model will incorporate the same image-processing engine as the AK-UCX100 Studio Camera and the AW-UE160 professional PTZ camera for seamless color matching between cameras within the same system. It will support SMPTE ST 2110 workflows, as well as various IP outputs, including 12G-SDI, and a 2/3-inch bayonet mount. Featuring Panasonic’s signature octagonal design for multi-purpose cameras, the new 4K Multi-purpose Camera will also offer improved handling and usability. 4K Studio Camera (AK-UCX100) With 2,000 TV lines of horizontal resolution and support for HLG/BT.2020, the AK-UCX100 delivers a broad dynamic range and an extended color gamut, making it ideal for studio production, sports broadcasting and live event production. It can operate without a camera control unit (CCU) and supports multiple IP standards, including 12G-SDI (dual outputs), SMPTE ST 2110, NDI®\*1 High Bandwidth, and SRT. In addition, for long-distance camera setups, it integrates with the AK-CFA100 Camera Fiber Adapter for fiber-optic transmissions up to 2 km. 4K Integrated Camera (AW-UE150AW/AK) The AW-UE150AW/AK combines high-quality imaging and flexible operation, including enhanced simultaneous pan, tilt and zoom capabilities, as well as NDI® High Bandwidth support. It smoothly integrates with remote production systems for exceptional image quality and versatility. 4K Multi-purpose Camera (AW-UB50/UB10) The AW-UB50 and AW-UB10 box-style 4K multi-purpose cameras released in 2024 are set to receive two major updates. First, the Movicon Rubyhead D2, a compatible pan-tilt head, will be available from Q2 CY2025. The new head will support the same IP-control protocol as Panasonic’s PTZ cameras, allowing for pan-tilt-zoom and lens control via the AW-RP150 PTZ Camera Controller. Second, NDI® HX2 compatibility will be introduced for the AW-UB10 in Q2 CY2025 and the AW-UB50 in Q3 CY2025. The upgrade will enable video, audio, control and power via a single Ethernet cable, and also provide efficient compressed video for increased flexibility and efficiency in video production workflows. AW-UB50/AW-UB10: Robycon: Memory Card Camcorder (AG-CX370) The AG-CX370 delivers 4K/UHD resolution, 10-bit depth, and HDR compatibility with V-Log/HLG, and supports recording formats including the broadcast standard P2HD. It is equipped with 12G-SDI output, 4-channel audio input and IP connectivity with NDI® HX2 for live camera applications. Memory Card Camcorder (AG-CX20, HC-X2100, HC-X1600 and HC-X1200) Combining broadcast-quality imaging with high mobility, these memory card camcorders feature a lightweight bodies for extended 4K/60p recording. With a 25mm wide-angle lens (35mm equivalent) and 24x optical zoom, they deliver high-quality video capture in diverse environments. In addition, 4K high-precision AF and face detection/tracking AE and AF provide advanced shooting support for highly smooth and efficient shooting. Video Mixer Plug-in for Media Production Suite (AW-SF400G Ver. 2) This AI-powered software enables seamless video compositing. AI Keying makes it easy to replace backgrounds without a green screen, and Smart Switching provides quick access to multiple compositing patterns with a single click. In the near future, an AI Effect Filter function will be implemented that uses high-precision AI-based face detection and recognition for real-time mosaic processing. Once installed on a PC, the plug-in will automatically detect faces and apply preset filter effects, such as mosaics, in real time. Advanced AO Framing Plug-in for Media Production Suite This AI-powered tool enables professional-quality automatic framing with PTZ cameras. By replicating pre-registered automatic framing with a single click, it streamlines on-site workflows while maintaining professional content quality. KAIROS iTP Platform’s New Software, Ver. 1.8 The latest KAIROS version 1.8 will make its North American debut, introducing multi-unit control for Kairos Core, integration with graphics platforms such as Singular.live and Viz Flowics, and expanded support for various resolutions, including 16:10 and 5:4. Visitors will be able to experience the highly flexible KAIROS user interface in an interactive touch-and-try exhibit. Ceiling Array Microphone (AW-AM800) Designed for seamless hybrid meetings and presentations, this ceiling-mounted microphone captures speakers’ voices from above for clear, natural, stress-free communication. Using beamforming technology, it accurately covers up to four specific locations or speakers. In addition, it can detect the speaker’s location to adjust the direction of a PTZ camera for engaging, immersive hybrid conferencing. AV Processor (WR-AV800) The WR-AV800 supports up to four ceiling microphones and eight PTZ cameras for immersive, natural audio-visual communication that effectively connects remote participants to on-site discussions. LUMIX S1R1 Full-frame Mirrorless Camera The LUMIX S1R1 full-frame hybrid mirrorless camera, featuring a newly developed 44.3MP BSI CMOS sensor and high-performance image with L2 Technology, delivers exceptional resolution and rich tonal range. It is the first LUMIX camera (as of March 2025)\*2 to support 8K 30p, 4K 60p (Full), and 6.4K Open Gate recording, and 8.1K Open Gate will also be added with a future firmware update. The camera offers up to 14 stops of dynamic range\*3 and enhanced, cropless E.I.S. video distortion correction ensures smooth and stable footage. The camera also integrates with the new LUMIX Flow app for video creators and supports Frame.io Camera to Cloud for real-time cloud-based collaboration. LUMIX Flow: Video Production Workflow Support App The LUMIX Flow app simplifies the entire video-production process, from script writing to video editing, for diverse content, including dramas, documentaries, music, and dance videos. Creators can use it to draft scripts, create storyboards and compile shot lists on a smartphone or tablet. Connection to a LUMIX camera enables shot lists and storyboards to be viewed and managed in real time on a device, ensuring a smooth production process and reducing the risk of missing key shots. In addition, XML files generated by the app can be imported into video editing software, enabling automatic folder organization by shot or take (OK/EE/P/BAD) to optimize post-production efficiency by reducing editing time and improving workflow management. 1 NDI® is a video transmission and control technology and a registered trademark of Vizrt NDI AB in the USA and other countries. 2 Based on Panasonic’s digital camera lineup, with a planned release in late March 2025. 3 When Dynamic Range Expansion (Log) is enabled. Web: Broadcast and Professional Video Systems Global Webpage LUMIX Brand HERO (USA) Contacts: For more information about this topic, please contactpro-av.ad@gg.jp.panasonic.com Panasonic Entertainment & Communication Co., Ltd. established in April 2022 as part of the Panasonic Group’s switch to an operating company system, is strengthening the bonds among people and enriching our customers’ lives by providing consumer electronics, including AVC products such as OLED TVs, Lumix digital cameras, headphones, phones, intercoms, and more, as well as business products and solutions including for broadcast, professional AV, and sound systems globally. Our mission is to offer people new emotion and relaxation through our entertainment and communication solutions. To fulfill this mission, we strive to act with professionalism to continuously recreate the future by connecting people. For more details, please visit . The content in this website is accurate at the time of publication but may be subject to change without notice. Please note therefore that these documents may not always contain the most up-to-date information. Please note that German, Spanish and Chinese versions are machine translations, so the quality and accuracy may vary. Panasonic Group announced its financial results and forecast for FY2025 and FY2026 respectively, on May 9. This fact sheet provides an overview of the results in an easy-to-understand infographic-format. For more detailed information, please refer to the full financial results and presentation. Essen, Germany - The Panasonic Washing and Drying Machine “ALPHA Set” was awarded the “Best of the Best”—the top honor at the Red Dot Award: Product Design 2025. Twelve other Panasonic products also received Red Dot Awards. The award-winning products are as follows: Panasonic Corporation, Heating & Ventilation AC Company Panasonic Corporation, Techis Brand Business Promotion Office The Red Dot Award, founded in 1955, is a globally recognized design competition spanning over 60 years. In the Product Design category, approximately forty experts rigorously evaluated all entries against nine criteria, including quality, ergonomics, and product life. なぜ今、大規模な構造改革に踏み切ったのでしょうか。「果敢にも閉めらる人員削減を行うのはなぜか」という疑問の声もあります。その背景と必要性について、改めて教えてください。足元2024年度の業績、特に営業利益率を見れば、過去と比較すればそれどころか悪くないかもしれません。しかし、それも同業他社と比較すると、依然として低収益ですし、2022年度から2024年度の中長期戦も、残念ながら大きく目標未達です。私たちパナソニックグループの最大の課題は、この30年間、実質的な成長ができていないことです。当社グループでは過去から何度も構造改革を断行しながら、調整後営業利益率が5%に達すると、成長戦略のためにすぐに固定費が増加、結果として再び営業利益率が低迷してしまう、というサイクルを繰り返してきました。競合に比べて収益性が低いということは、すなわち、従業員や株主の皆さまに還元することにおいても、将来に向けた投資をすることにおいても劣後していること他ならず、このままでは厳しい競争の中で成長に転じることはできません。このような状況から脱することが急務なのです。特に、改革を先行されている競合他社と比較しますと、当社は販管費（販売費及び一般管理費）率が極めて高い状況にあります。ここにメスを入れていかなければ、再び成長に転じることができない。ですから、収益性の改善は決してしてはならない。固定費構造の改革は、もはや一列の猶予もない、急を要する状況であると強く認識しています。販管費率が高いということは、すなわち私たちの販売・接客部門を中心とした労働生産性に大きな課題があるということです。労働生産性が上がってこなかった背景には、多くの部門で20年に1回以上決定されたような業務プロセスがそのまま続けられてきた業務があります。それでも業績が営業利益率5%を達成すると「よし」とされ、オペレーション自体を変革して高収益を目指すというモチベーションが働きにくい状況がありました。そのオペレーションのまま、販売を増やそうとする人を増やさざるをえない。結果固定費が増えしまっわけです。販売が増えても人件費を含む固定費は増やさない。限界利益を毎年「増」でだけ、固定費を「減」で削る。これが当社グループにおける経営サイクルの基本であり、これを再び徹底することが重要です。しかし、今、その基本に立ち戻ることの本質は、人件費そのものの抑制ではなく、業務プロセスや仕事のやり方自体をダイナミック（※）していくことにあります。※既存システムや資産を最新の技術で刷新し、現代的なものへと変えること AI Panasonic UK, we are committed to listening to our valued customers and ensuring that their interests are at the heart of all that we do. We pledge to provide the highest possible level of support. Our Customer Service Charter sets out this commitment, and outlines the standard of service that customers can expect in all dealings with us. Find out more パナソニック株式会社は、「ランズノーバー 事故防止に向けた同梱USBケーブル交換のコントロール実施」をプレスリリースしました。リリース内容は、以下、PDFファイルへのリンクよりご覧ください。 Panasonic Energy Co., Ltd. has issued a press release entitled “Panasonic Energy Begins Mass Production at New Automotive Lithium-ion Battery Factory in Kansas, Aiming for Annual Capacity of 32 GWh to Accelerate U.S. Local Production” You can read the press release with the following PDF link. At Panasonic UK, we are committed to listening to our valued customers and ensuring that their interests are at the heart of all that we do. We pledge to provide the highest possible level of support. Our Customer Service Charter sets out this commitment, and outlines the standard of service that customers can expect in all dealings with us. Find out more The Panasonic Group is implementing extensive management reform, but which direction is technology pointing us in? What sort of future is taking shape before our eyes in this era of transformation? To explore the heart of the matter, we spoke with Tatsuo Ogawa, Executive Officer of Panasonic Holdings Corporation and Group CTO overseeing technology strategy. We unveiled our Technology Future Vision in July 2024. Since then we’ve received a remarkable amount of internal and external feedback. The support we’ve received, and the specific discussions relating to possible collaboration, have been very encouraging. We see many exciting challenges ahead as we work to realize the vision. The future it embodies remains the same, and we continue to create new technology and businesses as we map out our unique path and push forward. In particular, the three core concepts of energy and resources, nurturing a circular economy by designing products with ease of disassembly and recycling in mind. The effort is based on the MI Division’s perspective of maintaining and regenerating value in manufacturing, and will extend product lifespans and reduce waste. We also want to expand the positive impacts our activities are having on the environment in FY2025. Efforts in this direction are critically important, not only to halt but reverse biodiversity loss. To this end, we are investing resources in activities that directly support natural capital restoration. An example is our promotion of Nature Symbiosis Site research in areas where biodiversity is already being actively protected by companies, local government, NGOs, and others. These sites are part of Japan’s strategy to meet the global “30 by 30” goal of conserving at least 30% of land and sea by 2030. Another example would be conserving and regenerating blue carbon ecosystems by applying robotics and IoT technologies in collaboration with seaweed aquaculture startups. To ensure transparency and demonstrate our commitment to the environment, we are TCFD\*\* disclosure-compliant and are working to meet TNFD\*\* standards. \* TCFD: Task Force on Climate-related Financial Disclosures. This organization promotes disclosure by enterprises and other entities of information relating to their climate change-related activities and policies, and how these relate to their financial posture. \*\* TNFD: Taskforce on Nature-related Financial Disclosures. An international organization founded to structure frameworks for corporate risk management relating to natural capital, and for related disclosures. We want our technology to help every member of society find fulfillment in their work and daily activities, and be able to have more meaningful, quality time. At the heart of this concept are initiatives from the Digital Transformation & Cyber-Physical Systems Division. With digital collection and analysis of data from frontline environments like manufacturing sites, and by providing optimized feedback, we are working to boost operational efficiency and quality and create safer, more secure working environments. We plan to evolve beyond straightforward Kaizen toward Gemba CPS 2.0, a next-generation approach where we reimagine business processes ourselves from the design stage. We are also developing systems that provide direct support to keep workers safe and enhance their productivity. One of these is Reliable/Safe Operation Support, which helps users prevent work-related accidents. The third concept is a society where a harmonious state of mind and body encourages co-caring relationships with the people around us. The key to realizing this society is technology that deepens Human Insight. Verification test environment for time value enhancement of travel experience This uses advanced sensing to collect a wide range, not only of biometric data like heart rate, respiration, and physical movements, but also of behavioral data. It then applies AI to model the individual’s physical and mental condition and characteristics, and even aspects of interactions with others. Then, by stimulating the five senses through environmental parameters including light, sound, scent, and temperature sensations, it aims to guide the individual toward an enhanced state of well-being. We are developing technologies that use heart rate to identify different types of stress, score a subject’s degree of meditative depth and provide constructive feedback, apply measured levels of concentration to the improvement of work environments, and other applications. We are also exploring unique research topics. Biophilic Hi-Res Sound enhances relaxation through wide-band audio and can strengthen brainwaves associated with relaxation. Therapeutic Sound promotes mental and physical well-being using sound with inaudible components, and can reduce stress levels during cognitive tasks. These technologies are undergoing development and field testing in a range of settings and realistic use cases. The success of this work will enhance physical and mental well-being and help people realize more creative, fulfilling lives. Regenerative medicine is a key area of focus. Treatments that utilize the patient’s own cells and iPS cells offer great promise. Nevertheless, cell manufacturing remains inefficient, labor-intensive, and costly. We are currently collaborating with partners including the Center for iPS Cell Research and Application (CIRA) at Kyoto University to develop an automated system that reliably produces high-quality therapeutic cells in a cost-effective way by combining Panasonic expertise in biotechnology, precision manufacturing equipment, data analysis, and simulation. We are confident we can help make individually-tailored treatments accessible to more people, and contribute materially to extending healthy life spans and improving quality of life. Panasonic is implementing group-wide management reform, and the impact of these efforts naturally extends to our technology divisions. Budget cuts are part of our efforts to optimize our operations, but I don’t view this as a negative. Instead, I see it as a great opportunity to focus our resources on the initiatives that truly matter as we extend our technological development. Most important is to select the themes that are likely to have the greatest impact toward realizing our Future Technology Vision, and apply our limited resources to investments that will generate the greatest return. As we do so, open innovation-style collaboration with universities and enterprises will only become more important. To enhance the speed and quality of our development, we will actively incorporate external knowledge and technologies rather than attempt to go it alone. What matters most is that we foster a culture of embracing challenges. As our founder Konosuke Matsushita once said, “Don’t fear mistakes. Fear a lack of resolve.” The process of creating new value inevitably includes setbacks. What can we learn from them? How can we apply those lessons? I’m convinced that such experiences strengthen our entire technology organization. AI is a critical enabling technology for current and future innovation. To reinforce our group commitment to AI, we have launched a new initiative called Panasonic Co. Its goal is to expand the share of AI-related businesses to 30% of group sales by FY2035. In my view, this transformation will mark our evolution into a new breed of enterprise, with seamless vertical and horizontal connections across multiple layers of the organization. While we are still defining specific business targets for FY2035, our goal is to leverage AI and data to connect value that is now provided through individual products and services. We will not simply embed AI in products, but apply it across R&D workflows to boost efficiency and boldly tackle the challenge of creating new value. As AI extends into every corner of society, security technology becomes more and more important. From individual product security to security for whole factories and complete IT systems, we are reinforcing our efforts to deliver safety and peace of mind to customers by combining cutting-edge AI with expertise accumulated over many years. We are already contributing to society in tangible ways, such as shielding manufacturing lines from malware, or structuring security systems for entire office buildings. From my perspective as CTO, I’m continually giving thought to how Panasonic technologies can contribute to future society. I think the answer begins in our founding DNA, which embodies a deep-rooted desire to improve people’s lives through manufacturing. To those who will lead tomorrow’s society, especially young people shaping the future, and to our engineers at Panasonic, I would say this: Don’t do only what you can do, but keep asking yourself what you should do. No matter how challenging the circumstances, I hope you’ll never lose your optimism. My own motto is, “Good fortune comes to those who smile.” If you’re always optimistic and willing to tackle challenges, I’m confident that a path forward is certain to open up. For more than a century, Panasonic has been a part of people’s lives through technology. The trust and technological achievement we have accumulated throughout our history are precious assets. Nevertheless, we must keep our eyes on the future and continue to challenge ourselves to create new value. With the Future Technology Vision to guide us, we will achieve transformation as a united Panasonic Group, and do our utmost to deliver futures filled with promise. The content in this website is accurate at the time of publication but may be subject to change without notice. Please note therefore that these documents may not always contain the most up-to-date information. Please note that German, Spanish and Chinese versions are machine translations, so the quality and accuracy may vary.

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