

# News Release on 9th Feb 2016

## M-Fusion Anticipates the New Panasonic's AF1 Series Professional Displays

**Panasonic** will be introducing to the world their latest Professional Signage Display featuring Android-based OpenPort PLATFORM™ at **Integrated System Europe (ISE) 2016** on Feb 9th.

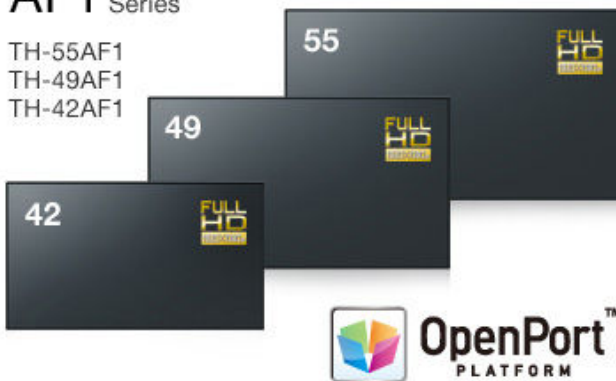
The **AF1 Series** display is powered by high-performance SoC (System on a Chip) with 1 Ghz quad-core CPU, 1 GB memory and 8GB of internal storage. The **AF1 Series** offers 3 display sizes 42", 49" and 55" with slim bezel width of 6.3 mm.

## Panasonic

Full HD LCD Display

### AF1 Series

TH-55AF1  
TH-49AF1  
TH-42AF1



500 cd/m<sup>2</sup> LED



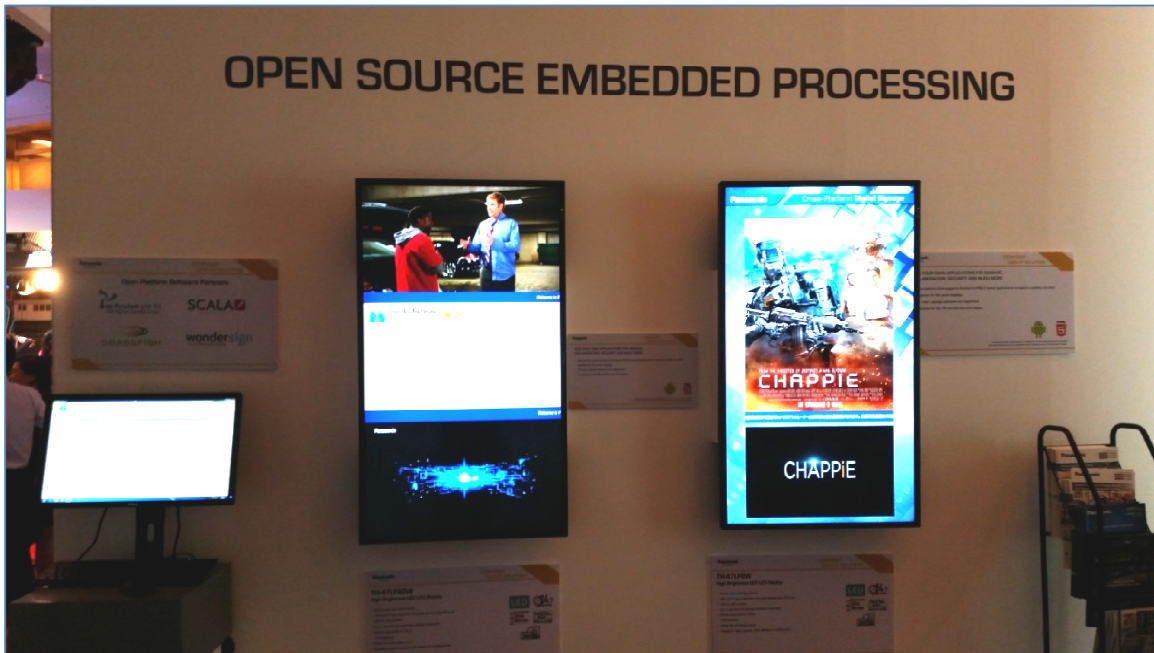
### FULL HD LCD Display AF1 Series

55-inch TH-55AF1  
49-inch TH-49AF1  
42-inch TH-42AF1

As a professional display, the **AF1 Series** are engineered for 24/7 operation with rock solid reliability. The 500 cd/m<sup>2</sup> IPS panel assures excellent off-axis visibility, ideal for indoor deployments.

The inbuilt media player with Wi-Fi capability gives the display a slim profile and provides for hassle free installations - **Plug-in, Connect and Play!**

## M-Fusion's Evaluation Using our dual platform Digital Signage Software - MediaFusion Ultimate™ Edition:



Left Display Using **AF1 Series**, Right Display Using Windows Client with **Panasonic** Screen, both running on our signage software. The **AF1 Series** runs smoothly matching those of higher processor on a Windows Media Player.

### What we like about the **AF1 Series**:

S/no	Features	Remarks
01	Android Media Player Performance	M-Fusion's evaluation on the performance, using the <b>AF1</b> and an Intel i3 Windows PC Client and we notice no visibly difference in performance. In fact, the <b>AF1 Series</b> could concurrently play 4 zones of Full HD videos with no lag at all!
02	Display Quality	Using IPS/LED with 500 cd/m <sup>2</sup> and Contrast Ratio of 1,300:1, <b>AF1</b> certainly delivers clear and crisp images
03	Ease of Deployment/Installation	Absolutely wonderful experience. As a Digital Signage Provider, we like its hassle free installations. The thin

		bezel is a draw as well, versatile on both landscape and portrait modes.
04	System Integration	We like the fact that Panasonic's API allow software developers like us to add on new Digital Signage features and controls for the integrated product. These also reduce the need of cumbersome RS232 commands and connections.
05	Overall	We would rate it a <b>5 Star</b> product and strongly recommends this series for our projects.

As partners with **Panasonic**, we certainly will be looking forward to the launch of this exciting product sometime in April this year. We intend to target Retail Industry, OOH Companies and Hotel Sectors with the **AF1 Series**.

We are expecting to co-launch our **AF1 Ultimate Player** about the same time.

For more information <http://panasonic.net/prodisplays>

#### About Our Digital Signage Solution - MediaFusion Ultimate™ :



**mediafusion**™  
ultimate edition



**MEDIAFUSION ULTIMATE EDITION** is a versatile **Cloud Based Digital Signage Solution** on an enterprise level. It is built for n-numbers of remote signage nodes with rock solid stability and scalability. It supports both **Android** and **Windows** Clients.

The pre-built functions allow any organization to put up professional and functional screens quickly and easily.





**mediafusion**<sup>™</sup>  
ultimate edition



### Cross Platform Flexibility and Advantages

#### Windows based client:

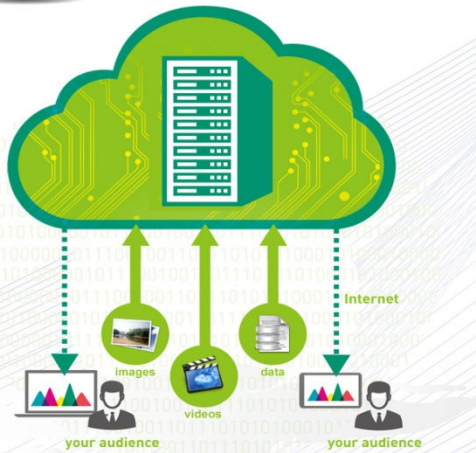
High performance and availability  
Ability to support complicated digital signage functions  
Ease of system integration

#### Android based client:

Light weight  
Highly Cost Efficient and yet powerful  
Ease of deployment



**mediafusion**<sup>™</sup>  
ultimate edition



**MEDIAFUSION ULTIMATE EDITION** can be **Cloud Based** giving you the flexibility to manage Wide Area Digital Signages that are highly scalable and robust.

Manage your Digital Signage Network from any where at any time.





**mediafusion™**  
ultimate edition



## Professional Signage Display Featuring Android™-Based OpenPort PLATFORM™

### Evolving with Your Needs

Simple, expandable, and reliable, the AF1 Series' Android™-based OpenPort PLATFORM™ is powered by a high-performance SoC (System on a Chip) with a 1 GHz quad-core CPU, 1 GB of memory, and 8 GB\* of internal storage. Together with verified apps created by global alliance partners for custom signage and other roles in business, these adaptive displays deliver your message with maximum impact now and in the future.




**QUAD CORE**  
1GB CPU

**Graphic Processor**

**1 GB Memory**

**8 GB\* Storage**

CPU, GPU, and memory are all included in an SoC (System on a Chip).  
\* Total capacity of storage including OS.

**500+ LED**

**4K7**

**FULL HD LCD Display**

**AF1 Series**

66-inch TH-55AF1  
49-inch TH-49AF1  
42-inch TH-42AF1

### Panasonic Original Home Screen

Initial setup of network and language preferences is easy using the remote controller\* and original Panasonic Home Screen.

\* Some setting and application operations cannot be performed using the remote control. In this case, use a USB mouse to operate.



### Simple App Installation

Applications are easily accessed and installed via Panasonic App Server\*, which streamlines settings before operation. App installation is also enabled via USB drive or microSD card.

\* Certain partner apps not supported.



## About M-Fusion:

**M-Fusion Pte Ltd** is a Singapore based Digital Signage Integrator Company with subsidiary in Nanjing, China. M-Fusion develops its own digital signage software - **MediaFusion Ultimate™** which supports both Windows™ and Android™ Platforms. The company is an industry leader in Singapore and has footprints in various parts of South East Asia. Please visit our website: [www.m-fusion.com.sg](http://www.m-fusion.com.sg) for more information.

## 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 7.72 trillion yen (55.5 billion Euros) for the year ending March 31, 2015. 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 <http://panasonic.net/>