

Impact Video Partners with Panasonic Canada

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MISSISSAUGA, Ontario – Panasonic Canada Inc. has announced a substantial purchase of Astrovision technology by Impact Video, North American provider of Indoor/Outdoor large screen LED display technology. This recent technology acquisition will allow Impact to continue to provide the highest quality of LED technology available to a wide variety of premier sporting events and world class entertainment venues across North America.



The new 12 mm surface-mount LED displays purchased by Impact will be used in a number of different modular formats and also includes an 18 x 24 foot LED screen mounted on a mobile truck as the newest addition to their ever growing fleet of ILLUMINATOR Truck Mounted LED Screens. This recent purchase has already been showcased at events such as: the Ottawa Blues Festival; New Year's Eve events outside of Mandalay Bay in Las Vegas; FIS Men's and Women's World Cup Ski races in Lake Louise; the Brazilian Day Concert in New York; the Olympic Torch relay Kick-off in Victoria, BC; and at promotional events for the LeBron James documentary *More Than A Game* in Washington and Los Angeles.

"Panasonic is a worldwide leader in LED technology and the technology we have purchased provides Impact's customer base with access to the highest image quality available on the market," said Jeffery Isenberg, VP Sales and Marketing, Impact Video. "Our customers have been blown away by the outstanding image quality of these displays."

Panasonic LED large screen video boards are built with flexibility, functionality and performance in mind. The LED systems provide superior image quality with respect to contrast ratios and a wide angle of viewing. Each large screen board provides brightness up to 5,000 cd/m² allowing for viewing in full lighting conditions including direct sunlight. Panasonic system reliability is world renowned and the Astrovision LED technology is no exception.

"We are very pleased Impact Video selected Panasonic's state-of-the-art large screen LED displays to be part of their rental program," said Terry Horbatiuk, National Sales Manager, Professional Imaging and Display Systems, Panasonic Canada Inc. "Thanks to Impact, sports fans and concert goers across North America will enjoy outstanding world-class viewing and entertainment experiences".

Panasonic is at the forefront of technology innovation related to sports and entertainment venues, incorporating cutting-edge products in ways that make them integral to everyday life. The Panasonic experience is a part of the lives of millions of people around the world through recent high-profile technology installations at the Beijing Olympic Games, as well as the upcoming Vancouver 2010 Winter Olympic Games.

About Impact Video

"Impact Video is North America's premier provider of LED Display technology and related production services. Impact offers a diverse product line of the highest quality LED screens for both indoor and outdoor applications including the newest and largest fleet of Mobile Truck Mounted Video Screens. Impact has over nineteen years experience within the corporate, entertainment, production, sports & special event markets. Impact's reputation for delivering superior equipment quality & service has become well known throughout the industry.

About Panasonic Canada Inc.

Panasonic Canada Inc. is an affiliate of Panasonic Corporation (PC) of Japan, one of the world's largest producers of electronic and electric products for consumer, business and industrial use. Information on Panasonic's full line of security products can be obtained by visiting www.panasonic.ca.

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