Panasonic Consumer Europe and Platige announce Collaboration



Berlin, September 5th, 2024

  

Panasonic Consumer Europe (PCEU) is pleased to announce a new collaboration with Platige, a renowned creative company based in Poland, to enhance visual projects using Panasonic OLED TVs. This partnership aims to leverage the precision of Panasonic OLED displays to ensure the highest fidelity in Platige's animations, visual effects, and other creative works.

With a long-standing reputation for delivering TVs with a superb picture quality and super sound, Panasonic has established itself as one of the leaders in the visual industry. The company's high-end OLED TVs, fine-tuned in Hollywood by renowned colorists, offer accurate color reproduction, white balance, and gradation, setting a new benchmark in OLED technology.

Platige, with 25 years of experience in delivering complex production and postproduction solutions for the film, advertising, and games industries, is internationally recognized for its innovative work in CGI, 3D animation, VFX, and cutting-edge technologies. The company's portfolio boasts over 6,000 projects and has earned more than 300 awards, solidifying its position as a leading creative studio.

"Panasonic is thrilled to collaborate with Platige to enhance the visual experience of their creative projects," said Paul Darch, Director Marketing Consumer Electronic Europe. "Our high-precision premium OLED displays will allow Platige to accurately assess and fine-tune color and contrast, ensuring that their creative vision is faithfully represented in their final products."

Platige will utilize Panasonic OLED TVs as client reference monitors, enabling their team of inventive minds to precisely assess and adjust color, contrast, and detail, resulting in visually stunning and true-to-vision creative works. This commitment to quality and accuracy aligns with Platige's dedication to delivering high-quality and visually captivating projects to their clients and audiences.

"Panasonic's OLED TVs are set to play a critical role in our post-production studio, which features advanced facilities for color grading, offline and online editing, and sound production. These displays will be pivotal in presenting high-quality visuals for various projects, including game trailers, in-game content, films, and TV shows. Additionally, one TV will be located in our sound studio, enhancing the accuracy of our audio-visual integration. This deployment will ensure that all visual and audio outputs are delivered to the highest possible standards." – Piotr Dutkiewicz, Digital Intermediate, Platige.

The collaboration between Panasonic Consumer Europe and Platige represents a significant step in enhancing the visual quality of creative projects and further solidifies Panasonic's commitment to delivering best-in-class viewing experiences.

**Video link:** We are Platige. Studio Showreel: [We Are Platige | Studio Showreel (youtube.com)](https://www.youtube.com/watch?v=akXFMMmG_xo)

**About the Panasonic Group**

Founded in 1918, and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. The Group reported consolidated net sales of Euro 54.12 billion (8,496.4 billion yen) for the year ended March 31, 2024. To learn more about the Panasonic Group, please visit: <https://holdings.panasonic/global/>.

**Create Today. Enrich Tomorrow.**

Holistic Wellbeing for People, Society, and the Planet - Our goal is to bring balance to People, Society and the Planet through our innovative solutions & products; promoting overall wellbeing for everyone by creating a healthier, simpler and more balanced way of living.

[Find out more >](https://www.panasonic.com/uk/consumer/create-today-enrich-tomorrow/holistic-wellbeing/social-wellbeing.html)

****

**Panasonic Group Environmental Initiatives**

The Panasonic Group has set forth its long-term environmental vision, "Panasonic GREEN IMPACT," with the aim of achieving both a better life and a sustainable global environment for all. Under PGI, Panasonic Group strives towards achieving virtually net zero CO2 emissions from its own operations by 2030, and aims to create an impact of more than 300 million tons (\*1) of reduced and avoided CO2, which is equivalent to about 1 percent of the current global total of approximately 31.7 billion tons (\*2) by 2050. The group also works on business activities to realize a circular economy in which resource efficiency contributes to decarbonization and reduces the consumption of limited natural resources.

\*1: CO2 Emission factor based on 2020

\*2: 31.7 billion tons of energy-derived CO 2 emissions in 2020 (Source: IEA)

[Panasonic GREEN IMPACT - About Us - Panasonic Holdings](https://holdings.panasonic/global/corporate/panasonic-green-impact.html)

**Contact :**

Michael Langbehn

European Manager PR

Panasonic Consumer Europe (PCEU)

a Division of Panasonic Marketing Europe GmbH

Winsbergring 15 | 22525 Hamburg | Deutschland

T: +49 (0)40 85 49 22 85 | M: +49 (0)173 628 2544

Michael.langbehn@eu.panasonic.com