



# Panasonic



**Integrated technology solutions**  
to enhance your curriculum and  
inspire your students

*SOLUTIONS FOR K-12 EDUCATION*





## ARCHITECTING SOLUTIONS THROUGH CONSULTATIVE PARTNERSHIP

Technology in education is no longer simply requested, it is expected. However, too often, devices complicate or impede lessons and administrative projects. At Panasonic, our K-12 team partners with you to develop and execute a customized strategic plan, based on your immediate and long-term goals, ending headaches that can come with technology adoption.

We deliver end-to-end education solutions, including custom system design, deployment and service to address your specific goals. We engineer software-ready solutions that integrate our technology and services. We will even bring in Panasonic-certified third-party products and software as needed to meet your custom plan. From the initial consultation, we will be your single point of contact to ensure seamless integration and hassle-free customer support.

### Technology that fits your curriculum

The role of technology is to complement and enhance the teacher's instructional objectives, not complicate or change the lesson. That's why our products are designed for classroom enrichment. Our K-12 solutions teach students to use technology capably and strategically, enabling interaction with your lesson plan by making it more dynamic, accessible and personalized. We even offer a classroom "audit" to better integrate your existing technology with your new Panasonic solutions, all to enhance learning.

partner products  
collaboration  
future-proof  
single system  
partner products  
Panasonic certified  
engineering  
provider  
warranties

### Professional development

It's no secret that technology is always evolving, and keeping up with it can be a challenge for any educator. That's why we offer customizable teacher, administrator and student instruction focused on strengthening the learning experience through technology.

From webinars and access, to specialized professional communities, to one-on-one, in-person instruction with customized lesson plan enhancement support, we make sure our solutions and services are meeting your needs and exceeding your expectations.



### Securing funding — grant-writing assistance

With budget cuts and districts struggling to pay for even the most basic learning programs, we understand how difficult it is to secure critical funds for newer, better technological tools.

We can assist you with grant writing by helping you locate and produce content for proposals, providing supporting product information and offering case studies with proven examples of how our technology has improved learning programs. We offer support and advice every step of the way.

### Full system accountability and warranty

We stand by our solutions, which feature a full array of integrated products under a unified support network. Unlike many of our competitors, we manufacture all our products ourselves and stand behind everything we make. A dedicated project manager serves as a single point of contact with full responsibility for your system.

For select products, onsite technical troubleshooting is available for repair/replacement and swap service. Panasonic warranties all equipment and software — including all third-party elements — for total accountability and support. One partner. One solution.

#### Benefits of Panasonic education solutions

- Initial planning and consultation upfront
- One-stop, single-provider product sourcing and accountability
- Panasonic total system designed solutions with performance guarantees
- Custom-selected, tested and Panasonic-certified partner products
- Fully integrated, best-in-breed components for higher system performance
- Bundled solutions that offer price breaks and total system warranties
- Ongoing true partner collaboration, consultation and multimodal interaction

"DID YOU KNOW?"

**Our professional development team is comprised exclusively of educators with classroom teaching experience.**

Improve adoption rates by offering a relatable knowledge platform with extensive curriculum and technology experience.





### INTERACTIVE COLLABORATION IN HIGH DEFINITION

As teaching becomes increasingly visual, Panasonic is empowering teachers and engaging students with advanced professional displays that take group learning and teamwork to a new level. Featuring high-speed and simultaneous multiple-input drawing capabilities via an electronic pen system, up to four students can write, draw and move items around the screen.



Interactive plasmas can be installed vertically or horizontally to accommodate your needs.

**PB2 interactive, wireless-enabled HD plasma displays offer:**

- Whiteboard-style collaboration on HD images and video
- Split-screen functionality
- Multiple-input drawing capability, allowing up to four students to collaborate at once
- Effortless wireless transmission for up to 16 devices
- SLOT2.0 architecture for versatile plug-in options, including an onboard PC

### MAKE THE GRADE WITH COST-EFFECTIVE PANABOARDS

Designed to be durable and easy to use, Panaboard™ interactive whiteboards are an indispensable teaching tool — keeping kids engaged through images and sounds, making learning more entertaining.

Panaboards have a variety of customizable configurations and capabilities. Your Panasonic consultant can help you choose options that include a built-in PC, built-in speakers and software designed to enhance lesson delivery for each major subject area.

From the multi-function electronic pens and three-point touch, to software that lets you move around and manipulate images and data with your fingers to scale, zoom and rotate, Panaboards bring the ease and functionality of tablet screens to the entire classroom. By helping teachers create more eye-catching lessons, it's no wonder that Panaboards have been rated as the most favored teaching tool in groundbreaking schools nationwide.

### PROJECTORS THAT ENABLE SHARING IDEAS

New interactive projectors that use infrared technology to provide the same capabilities as whiteboards are increasingly popular. Instructors and students use interactive pens to write on the projected image and then store notes or figures in a computer. Collaborative tools, such as Wireless Manager, enable students to transmit their work from their laptop onto the screen for easy viewing and classroom discussion.





### INSPIRING BRIGHT IDEAS WITH PROJECTORS

Schools need projectors that simplify: they should be easy to operate, reliable, low maintenance and useful. By listening to educators through our R&D efforts, we innovate technologies that enhance the learning environment.



#### RW330 Lampless Projector

- Instant image projection and no cooldown means more instruction time
- Up to 20,000 hours of continuous operation minimizes downtime and maintenance costs
- Superior image quality and color reproduction keeps students engaged
- Optional Digital Link technology enables a single cable setup
- Eco-conscious design keeps our environment safe
- Blackboard mode adjusts colors so images can be seen on dark surfaces

### CLOSE THE ACHIEVEMENT GAP WITH ENHANCED AUDIO

The Enhanced Audio system features an easy-to-use infrared wireless microphone system to amplify and distribute a teacher's natural voice throughout the classroom so that every student, particularly those who sit in the back, can hear clearly. As a result, the Enhanced Audio system has been proven to raise student test scores, increase class participation and student confidence, reduce teacher vocal strain and fatigue, and decrease student behavioral issues.

**“I cannot imagine teaching without Panasonic audio again. It ensures that every student hears and understands everything I’ve said. My students are now significantly more engaged.”**

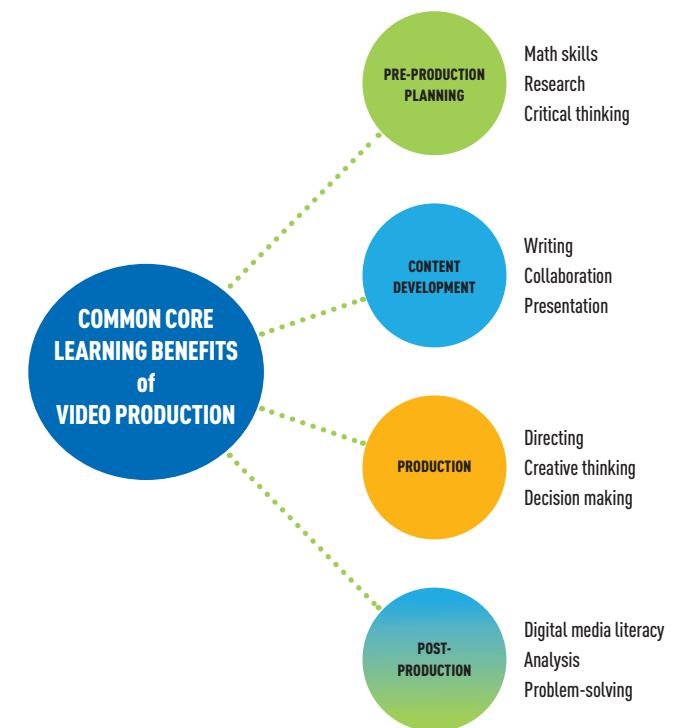
– Kim Beardon, co-founder, Ron Clark Academy

### HDTV PRODUCER: THE TURNKEY VIDEO PRODUCTION SOLUTION FOR STUDENTS

Students love to shoot, edit and produce their own videos. But researching, purchasing and setting up professional video equipment can be difficult and time-consuming. Our HDTV Producer solution is an affordable, all-inclusive HD production system with SD capabilities.

HDTV Producer — featuring cameras, AV mixers, recorders, LCD monitors and all the accessories — takes the hassle out of deploying a full-featured video production system. It’s perfect for students who need an affordable, easy-to-use, all-in-one system that lets them begin producing HD content — right out of the box.

Hands-on experience with professional equipment, like that used by Hollywood studios and major networks, prepares students for college and careers. It also enables teachers to bring instructional objectives into alignment with Common Core standards by helping students learn real-life skills they need for success. Additionally, our 3D certification program puts students at the forefront of an evolving industry, providing them with the tools to participate in an exciting new future.







### THE PANASONIC CLASSROOM FOR THE 21ST CENTURY



#### PROJECTOR

Panasonic multimedia projectors are the perfect way to provide visual educational content to engage students in the learning process.



#### PANABOARD

Interactive electronic whiteboards with built-in speakers can connect to a PC for Internet access. They enable more effective and active, visual-based teaching and learning.



#### TOUGHBOOK AND TOUGHPAD

Toughbook® mobile computers and Toughpad™ tablets are the most durable and flexible in the industry. Built to withstand bangs, bumps and spillage, the Toughbook and Toughpad lines are ideal for any classroom setting.



#### VIDEO CAMERA

Working with professional video production equipment gives students hands-on training — fostering creativity and providing real-life skills that help prepare them for career success.



#### ENHANCED AUDIO

Enhanced classroom audio distributes the teacher's voice evenly throughout the learning environment, allowing all students to hear and understand. Research has shown improvements in student achievement, reduced teacher vocal fatigue and more. A pendant microphone has speakers designed to support the challenging and dynamic needs of the learning environment and an optional Security Alert System that allows teachers to signal for help with the touch of a button.



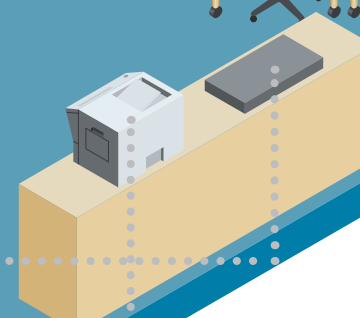
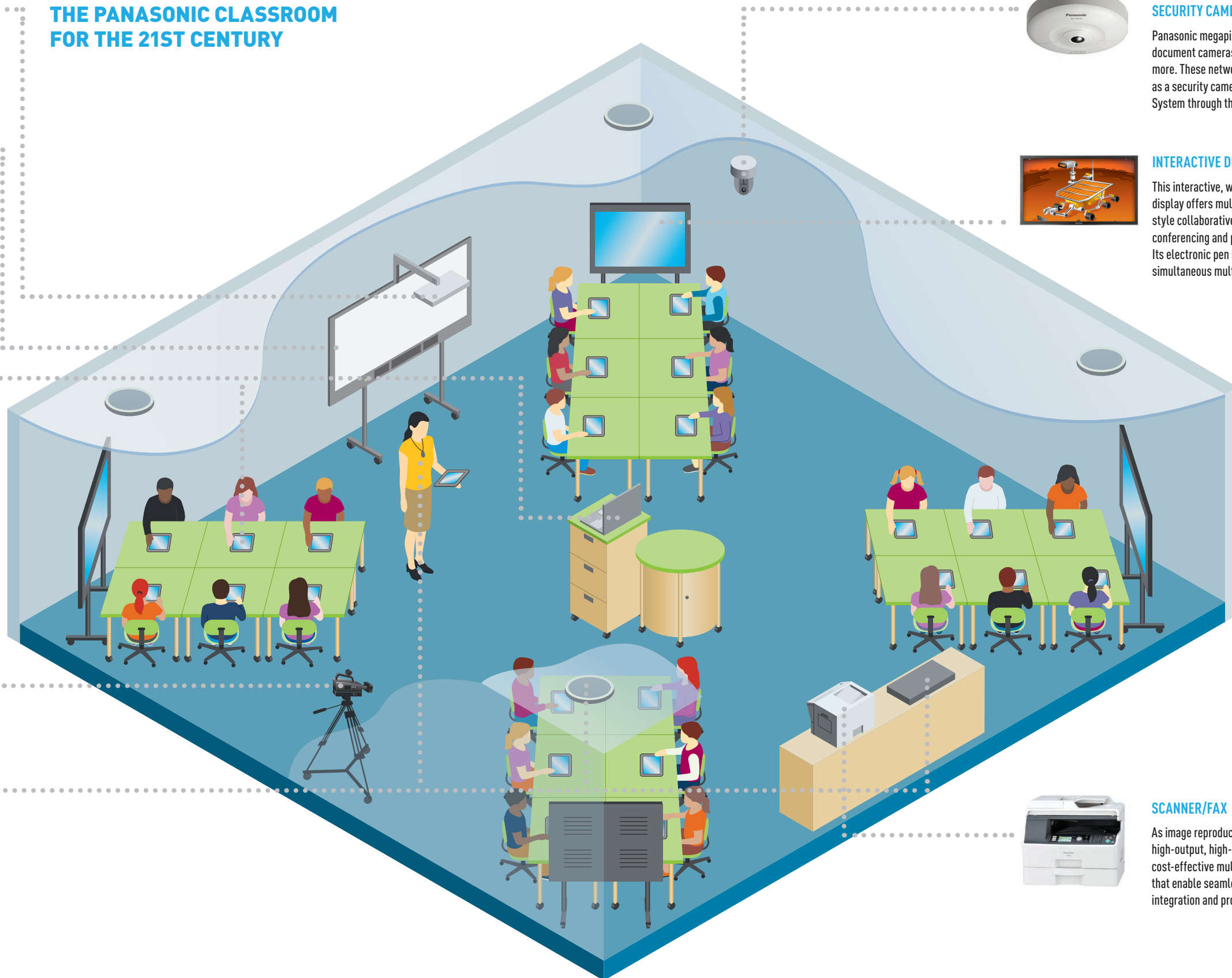
#### SECURITY CAMERA

Panasonic megapixel cameras can be used as document cameras to view 3D objects, people and more. These network cameras can also interface as a security camera with the Security Alert System through the pendant microphone.



#### INTERACTIVE DISPLAY AND HDVC

This interactive, wireless-enabled HD plasma display offers multimedia inputs and whiteboard-style collaborative functions, including HD video conferencing and presentation capabilities. Its electronic pen system enables high-speed, simultaneous multiple-input drawing.



#### SCANNER/FAX

As image reproduction experts, Panasonic provides high-output, high-performance, highly reliable and cost-effective multi-function scanner/fax units that enable seamless document management integration and processing.





### MOBILE COMPUTING — THE NEXT WAVE IN PERSONALIZED LEARNING

Personal devices facilitate personalized learning. But finding electronic devices that can withstand the drops, bumps, knocks and spills that are part of being a kid? That narrows the choices to Toughbook and Toughpad.

The back and forth, storage and removal, and constant movement of both 1-to-1 and group-based computing devices is very hard on electronics. Standard, non-rugged laptop and tablet computers easily succumb to typical classroom abuse, requiring costly repairs and lengthy downtime.

Toughpad™ also serves as an excellent classroom management device, allowing teachers the freedom to control other classroom technology, including each 1-to-1 device, right from their tablet. The durability and reliability of Toughpad and Toughbook® mean minimal downtime and an excellent, long-term return on investment (ROI). Educators can rest assured that these rugged mobile computers and tablets will find the rigors of the classroom to be mere child's play.

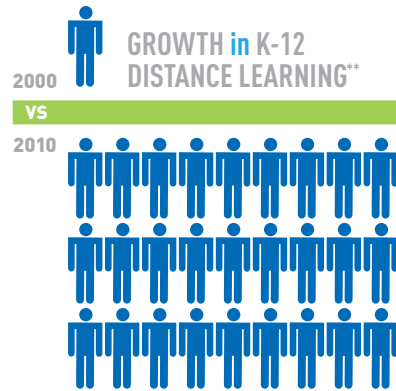
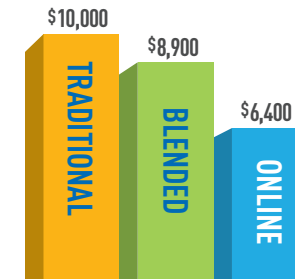


### DISTANCE LEARNING FROM A COMMUNICATIONS TECHNOLOGY LEADER

Whether you are conducting a virtual field trip, providing additional help for special needs or gifted and talented students, sponsoring a virtual foreign exchange program or supporting remote learners, Panasonic is the clear choice for your distance learning program.

As a world leader in HD video conferencing technology, Panasonic is uniquely qualified to assist your distance learning program. While standard video conferencing lacks the quality and interactivity required for effective distance learning, Panasonic offers the technical expertise, HD imagery and easy, seamless operation that make distance learning a viable option.

U.S. EDUCATION COST per STUDENT\*



\*Battaglino, T., Haldeman, M., and, E. (2011). The Costs of Online Learning. The Thomas Fordham Institute. <http://www.edexcellencemedia.net/publications/2012/20120110-the-costs-of-online-learning/20120110-the-costs-of-online-learning.pdf>.  
 \*\*Clark, T. (2001). Virtual Schools: Trends and Issues. WestEd. [http://www.wested.org/online\\_pubs/virtualschools.pdf](http://www.wested.org/online_pubs/virtualschools.pdf).





### SURVEILLANCE AND SECURITY THAT PROTECTS STUDENTS, TEACHERS AND DISTRICTS

With increasing focus on everything from bullying, to medical emergency preparedness, to vandalism, campus security is more important than ever. Administrators understand that they are not only responsible for protecting school property, but must provide students, teachers and personnel a safe yet nurturing environment.

What protects people isn't alarms or cameras, it's integrated access control and communications. Our team of K-12 security system experts can help you identify the best configuration and layout for your security surveillance system by building custom, flexible plans for your school or district needs, now and into the future.

Panasonic can help with classroom security. Devices, like the Enhanced Audio system, serve as a teaching aid and can also provide visual and audio information

to authorities and first responders. In the event of a security incident or medical emergency, teachers can push a button on the pendant microphone and send a silent alarm, while triggering video surveillance and an audio feed.

Our IP-based network cameras and recording devices are engineered to integrate seamlessly with your existing security systems, thanks to our "open format" system that's easy to implement and manage.

Outdoor and vandal-proof cameras can withstand even the toughest environments. Multi-format i-PRO network video recorders offer a complete network solution for simultaneous recording, remote access to live views and playback of critical events in HD.

Whether you're renovating facilities, upgrading an existing security system or starting new construction, you'll feel more secure with Panasonic protecting you.



### Administrative office tools

In our latest line of feature-rich SIP endpoints, the new UT Series combines state-of-the-art telephony and user-friendly features. Choose from entry-level models with conferencing capabilities and a low power consumption mode, to executive desk terminals with color touchscreen displays and wireless headset compatibility. Phones can even integrate with Panasonic IP network cameras to help monitor security issues.

Panasonic offers a complete and integrated line of office products with a well-earned reputation for innovative features and reliability. From color copiers and multi-function printers, to scanners, fax machines and more, Panasonic has the integrated solutions you need to keep your school and district offices efficient and productive.

Whether you're overseeing a single school or an entire district, Panasonic offers exceptionally dependable equipment that delivers outstanding quality at an affordable price. As document management and imaging specialists, you can depend on Panasonic — day in and day out — for the high-output, high-performance reliability you require.

**Products you can trust**

- Security features like auto erasure, authentication protocols and access codes
- Intuitive controls and easy-to-understand interfaces
- More than 40 years offering top-quality electronic image reproduction
- Numerous industry awards for quality, performance and value







### KEEP STUDENTS INFORMED WITH DIGITAL SIGNAGE SOLUTIONS

More K-12 schools are realizing the value of digital signage for students, teachers and administrators. Media-savvy students have grown up with sophisticated, large-screen media and respond well to its messaging. To catch and maintain their attention, you need digital graphics and video that captivate, engage and motivate students to take action.

Panasonic provides the world-class hardware, software, installation and support to achieve your goals. With our network of best-in-breed products and services, we are uniquely qualified to deliver greater efficiencies, true scalability and unmatched value for the planning, deployment and servicing of your school's digital signage system.

From outside the main office, to cafeterias, gyms, auditoriums and more, Panasonic digital signage is the best way to get the word out about upcoming sporting events, band concerts, student shows, club activities, elections and more. The system also serves as an excellent vehicle to make announcements and broadcast emergency alerts and instructions.

**Panasonic digital signage solutions are ideal for:**

- Promoting upcoming events, shows and activities
- Disseminating up-to-date, real-time information
- Broadcasting emergency alerts and lockdowns
- Welcoming visitors and guests
- Displaying congratulatory messages and honoring individuals
- Generating third-party advertising revenue

### SERVICE AND SUPPORT NATIONWIDE — THE PANASONIC DIFFERENCE

As a global technology leader, Panasonic offers service and support through a national coast-to-coast network of installation partners. We have more than 30 years of management and installation experience. No one is better equipped to handle your project — no matter how large or multi-dimensional — than the dedicated Panasonic K-12 Education team.

#### PROJECT DELIVERABLES INCLUDE:

##### Design and build-out

- System architecture and design
- Complete rollout plan, installer management certifications and scheduling services
- Purchasing, logistics and warehousing of all equipment
- Financing options, including TCO and expected ROI data
- Hardware/software compatibility testing
- Remote device control integration for system management and remote diagnostics
- System installation and integration
- Integration of content management system to accept electronic notifications, equipment issues, creation of tracking notifications and resolution

##### Ongoing services

- External data integration
- Content management

##### Remote maintenance and support

- Network operations and data center
- 24/7/365 support via toll-free technical hotline
- Remote network monitoring and management
- Dedicated technicians for remote diagnostics, troubleshooting, rebooting and repair
- Trouble ticket generation and tracking through all aspects until resolution



##### Field maintenance and support

- Dispatch service integrated with call center
- Onsite technical troubleshooting and problem assessment, repair and replacement for all equipment
- Swap service for all equipment
- Preventive maintenance service - recurring service to maintain peak performance
- Asset management tracking
- Extended warranties
- Custom service-level agreements

##### Industry-leading warranties

Panasonic has a well-earned reputation for high quality, reliability and customer service that is second to none. We stand behind our products with some of the best warranties in the industry and offer a full range of extended warranty options and service agreements to help ensure your systems run smoothly for years to come.

With Panasonic, you can choose the level of support you need from our full suite of options, including:

- Extended warranties
- User support via toll-free customer number
- Technical support
- Onsite support and service

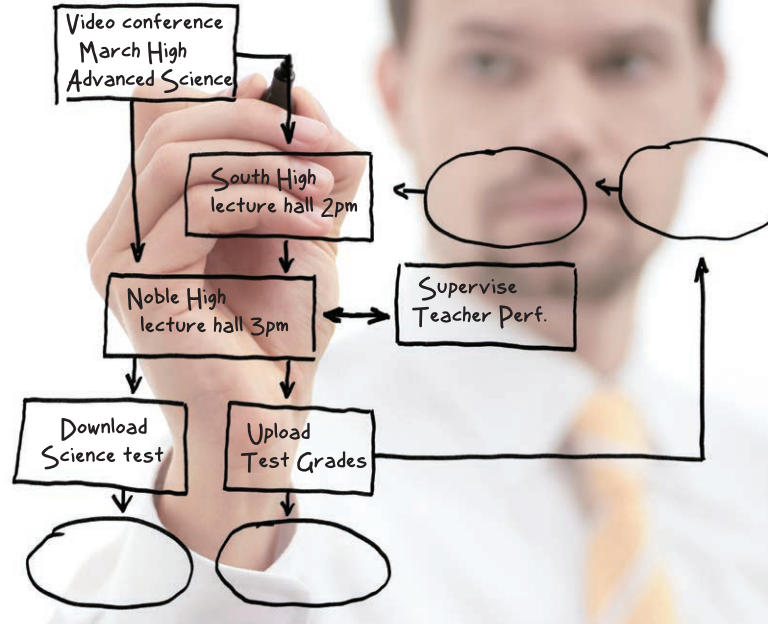




## TALK TO PANASONIC ABOUT YOUR PLANS AND GOALS

Building fully integrated, high-performance networks that meet your objectives requires high-level planning and flawless execution. Panasonic — and its partners through its worldwide resources, acquisition and testing capabilities — is able to offer a higher degree of compatibility and performance. By bundling the best-matched, performance-certified components, we can offer cost advantages and economies of scale, in addition to guarantees you won't find anywhere else.

We invite you to find out more about why Panasonic can best meet and exceed your K-12 education technology requirements. Please contact us at [EducationSolutions@us.panasonic.com](mailto:EducationSolutions@us.panasonic.com) or call 1.855.253.5439. You may also visit us at [www.panasonic.com/education-technology](http://www.panasonic.com/education-technology).



## PANASONIC EDUCATION PRICING (PEP)

Panasonic offers special discounts to K-12 schools and school districts through our PEP program. Contact us for more details.

## FLEXIBLE FINANCING SOLUTIONS

Panasonic Finance Solutions offers flexible and innovative finance products to make acquiring your educational products easy and affordable. Talk to us about a plan that works for you.

### Benefits of financing

- Capital conservation
- Credit preservation
- Predictable, fixed monthly payments
- Avoiding technology obsolescence

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**LEARN MORE**  
[panasonic.com/education-technology](http://panasonic.com/education-technology)

**CONTACT** [EducationSolutions@us.panasonic.com](mailto:EducationSolutions@us.panasonic.com)

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