



CASE STUDY

Behind the Screens: How Panasonic Connect Helped Show Imaging Elevate the ESRI Conference

OVERVIEW

In July 2024, thousands of professionals gathered at the San Diego Convention Center for the Environmental Systems Research Institute (ESRI) User Conference, one of the largest events in the Geographic Information System (GIS) community. With more than 15,000 attendees and a general session space spanning the width of three convention halls, the production stakes were high.

Show Imaging, a full-service event production company known for creating unforgettable live experiences, was tasked with delivering seamless AV production for this event. Led by Director of IT and Video Beau Monaghan, a 20-year veteran of the industry, the team relied on Panasonic Connect's technology — including high-performance projectors, studio cameras, PTZ cameras, and the KAIROS live production platform — to bring their client's vision to life.



THE CHALLENGE

For Show Imaging, the tight schedule left no room for error, meaning every piece of technology needed to be pre-configured, reliable, and ready to deploy. Streamlining operations with a unified, easy-to-operate system was critical.

The sheer size of the general session room presented another layer of complexity. The space featured 11 projection screens that demanded precision to ensure crisp, legible visuals for software demonstrations. For ESRI, these visuals weren't just a

backdrop — they were the focal point, representing their brand and technology. Any flaws in clarity or color consistency would be immediately noticeable.

Matching the colors across multiple devices added to the challenge. The production relied on Panasonic Connect's equipment to deliver vibrant and uniform hues, particularly the blues and purples that defined [ESRI]'s visual identity. Achieving this level of precision required advanced tools and exceptional coordination.



THE SOLUTION

To overcome these challenges, Show Imaging turned to Panasonic Connect's KAIROS live production platform, a solution that transformed how the team managed the event's technical demands. KAIROS's flexibility allowed multiple operators to work simultaneously, with one managing in-room IMAG and another handling the broadcast/livestream feed for on-demand and streaming content. This setup streamlined workflows and eliminated the need for additional equipment, all while ensuring a seamless viewing experience.

Thanks to KAIROS's advanced processing capabilities, Show Imaging achieved zero delays in their records, eliminating the need to manually adjust audio and video synchronization. This improvement ensured that live movements on stage were mirrored in real time on screen. Monaghan noted that KAIROS's performance was noticeably faster than their previous system, providing a significant upgrade in speed and efficiency.

Panasonic CONNECT

KAIROS also proved to be highly user-friendly, with its intuitive interface and straightforward setup allowing the Show Imaging team to get up to speed quickly. "The simplicity of KAIROS, the way it's laid out — it was easy for my team to operate and get the show up and running pretty fast," Monaghan explained.

In addition to KAIROS, Show Imaging used Panasonic Connect's AK-UC4000 studio cameras and AW-UE150 PTZ cameras, seamlessly controlled with AK-HRP1010 remote control panels for consistent painting and shading. The cameras delivered stunning 4K/60p video with wide viewing angles and precise zoom capabilities, and provided the flexibility needed to capture the event's scale and detail. High-performance projectors completed the system, with the PT-RZ21K and PT-RQ32 models delivering exceptional brightness and clarity across the massive projection screens.

And with all equipment integrated into Panasonic Connect's ecosystem, the team not only reduced setup time and eliminated troubleshooting inefficiencies but also operated with the confidence that comes from exceptional customer service. "The support with Panasonic has been outstanding," Monaghan said. "We know we can get an answer quickly and keep the show moving."



THE RESULTS

The combination of Panasonic Connect's projectors, cameras, and KAIROS platform delivered crisp, high-resolution imagery that impressed both event executives and the thousands of attendees in the audience. The consistency of the blues and purples — critical to the client's branding — was achieved across all devices, creating a seamless and visually stunning experience.

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— Beau Monaghan, Director of IT and Video,
Show Imaging



Operationally, production ran with remarkable efficiency. Pre-configured racks, intuitive workflows, and KAIROS's advanced features enabled the team to meet the tight schedule while reducing labor costs. The zero-delay audio-visual synchronization ensured smooth, professional results without the technical headaches typically associated with large-scale events.

Using Panasonic Connect's fully integrated ecosystem further streamlined operations, allowing Show Imaging to meet aggressive deadlines with minimal labor while benefiting from outstanding customer support. The system's reliability ensured the team could focus on delivering an extraordinary event without worrying about technical disruptions.

Perhaps most importantly, Panasonic Connect's technology made it possible for Show Imaging to bring their client's vision to life in an impactful and authentic way. "Ultimately, we're looking for equipment that helps us tell our clients' stories in the best possible way and deliver something extraordinary for their customers," Monaghan said. "The partnership with Panasonic Connect was essential to achieving this and played a critical role in the show's success."

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