

Japanese 4K display competed in Times Square as a face of NY (January 17, 2015)

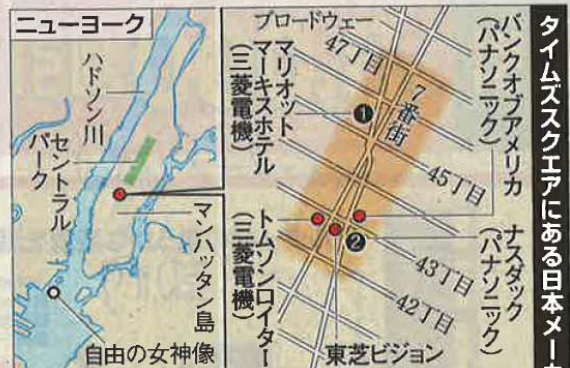
4K screens by Japanese manufacturers appeared one after another at Times Square in New York, U.S where people gather from all over the world. It is the good stage for Japanese electronics manufacturers improving the corporate business to demonstrate the technology.

Last year, the digital signage which is the face of Nasdaq stock market was renovated to four times definition of the high-definition system. Panasonic was in charge; the LED screen of 26m width and 37m height LED screen display the stock price and listing ceremony in the city.

The remarkably conspicuous screen of 100meters width and 24m height at Hotel Marriott Marquis was installed by Mitsubishi Electric. Since last year in November, the advertising such as Google was running.

The electronic billboards at Times Square had been developed into LED screens in 1990s. Standing in the middle of intersection and looking around, more than 50 billboards are operating; the size is more than few meters square. Many rival manufacturers are in North America and China, the competition is increasing.

According to the HIS the US research company, about the world share of LED video display for business in January-September 2014, the top was US Daktronics (31%). Panasonic was the fifth (5%) as Japanese influence. The world market size is about 180 000 units in 2013 (1 unit = 1 square meters), but in 2108 it will be increased more than 230 000 units. (New York = Yamamura Tetsushi)



タイムズスクエアの電子看板
米ニューヨーク

日本の4K、NYの顔に タイムズスクエアで競演

世界中から人が集まる米ニューヨークのタイムズスクエアで、日本メーカー製の4Kスクリーンが相次いで登場。企業向けビジネスを強化する日本の電機メーカーが、技術力を示す格好の舞台になっている。

ナスダック証券市場の顔とも言える電子看板が昨年、ハイビジョンの4倍という高精細に改修された。担当したのはパナソニック。幅26m、高さ37mのLED画面は株価や上場セレモニーを街に映し出す。幅100m、高さ24mとひ