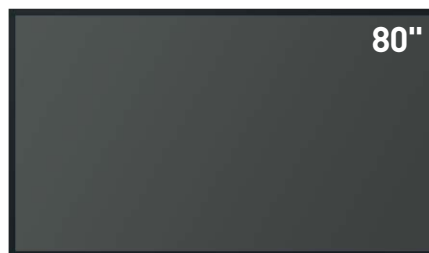# Panasonic

BUSINESS

TH-80SF2H
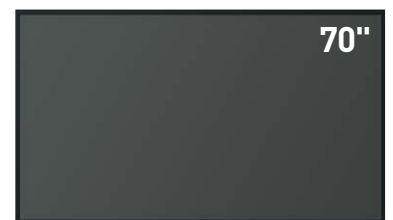# TH-70SF2H

FULL HD LCD Display

Large-Screen Displays for Clear Information Transmission in Public Spaces Such as Train Stations, Airports, and Bright Lobbies
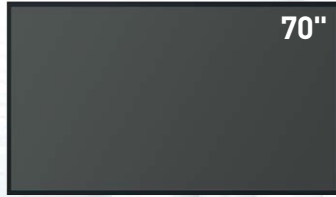

Worldwide Olympic Partner

Worldwide Paralympic Partner

80"

70"

80-inch class
TH-80SF2H

70-inch class
TH-70SF2H

80" TH-80SF2H

70" TH-70SF2H

Screen Size	80-inch	70-inch
Brightness	700 cd/㎡	
Contrast Ratio	5000:1	
LCD Panel	VA/Edge LED	

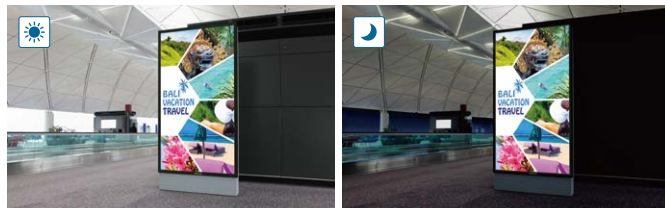LinkRay™ · 24/7 Operation · DIGITAL LINK SINGLE CABLE SOLUTION · Narrow · Portrait · USB Media Player

Brilliant, High-Quality 700-cd/m² Images for Bright Lobbies

The SF2H Series provides highly visible signage even in open spaces with natural lighting. Blending into surrounding spaces, it has an eye-catching effect even when people are moving.

Efficiency and Reliability for Continuous 24-hour Operation

The use of highly durable panel materials and quality electronic components ensures dependable 24-hour operation seven days a week.

*Display of moving images is recommended when panels are in use for long periods to prevent image retention. Note that image burn-in can be gradually rectified with the periodical display of moving images.

24/7 Operation

Choose the Installation to Match Your Application

You can install it vertically or horizontally to match the space, and tilt it 20 degrees forward or back. For installation in high places, tilt the unit for better visibility. You can also use a bracket that complies with VESA standards to suspend it from the ceiling or mount it to a wall for freely flexible installation.

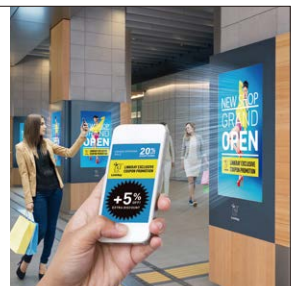## LinkRay (Light ID Transmission) Compatibility

LinkRay™

Compatible with LinkRay (Light ID Transmission), Panasonic's originally developed high-speed backlight control technology, it lets you match a wide variety of information to the content. A smartphone*¹ can be used to receive the Light ID sent from the display. This provides transportation guides, product information, and more in the user's preferred language.

*1: The smartphone must satisfy the OS version and camera performance requirements. A special app must also be installed in the smartphone.
*The Light ID system configuration requires a separate Light ID license contract (for a fee).
 For more information about LinkRay, please visit the website: https://panasonic.net/cns/LinkRay/

1. Simple, flexible installation to match the space

Easy Display of Images Optimized for the Display Content

You can select the best mode for the video source and the place of display.

Vivid Signage
Displays images suitable for signage in a bright environment.

Natural Signage
Displays images with priority on natural color reproduction.

Standard
Displays images faithful to the original.

Surveillance
Displays images with reduced brightness and with priority on gradation.
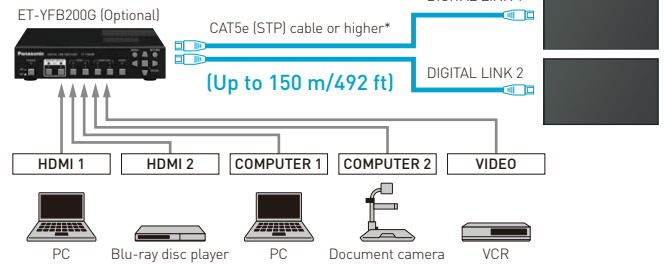
Graphic
Suitable for PC input.

DICOM*
Display images close to the DICOM Part 14 Grayscale Standard.

*Although the term "DICOM" is used, this product is not medical equipment.
  Do not use displayed images for medical purposes such as examination or diagnosis.

DIGITAL LINK Function Enables Simple Installation and Low System Costs

Using DIGITAL LINK makes it possible to transmit video, audio and control signals over an up to 150 m (492 ft) with a single LAN cable.* Easy cabling also reduces labor during setup. This provides transmission of high-quality images and sounds, as well as remote control.

■ **System configuration**

ET-YFB200G (Optional)

CAT5e (STP) cable or higher*

DIGITAL LINK 1

DIGITAL LINK 2

(Up to 150 m/492 ft)

| HDMI 1 | HDMI 2 | COMPUTER 1 | COMPUTER 2 | VIDEO |

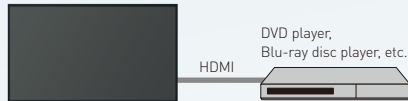PC   Blu-ray disc player   PC   Document camera   VCR

* When connected with the [Long reach] mode, the maximum transmission distance is 150 m (492 ft).
  In this case, the unit can receive the signals of up to 1080/60p. A CAT5e (STP) cable or higher is required.

2. Easy operation immediately after installation

HDMI CEC Device Linking Supported

HDMI-CEC compatible devices an be connected to the display by an HDMI cable, enabling the basic operations (such as power ON/OFF), of the compatible devices to be controlled by the display's remote control.

HDMI

DVD player, Blu-ray disc player, etc.

Basic operations controlled by a single remote control.
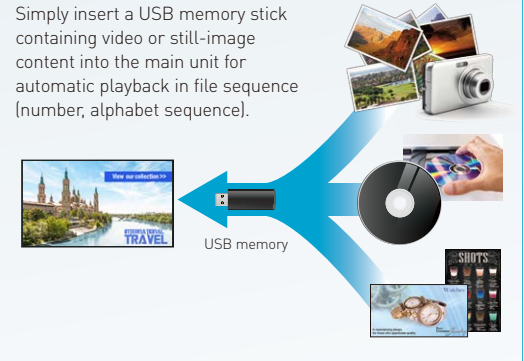
*The control of all devices cannot be guaranteed.

Various Types of Signage Operation are Possible

The SF2H Series can automatically start showing pictures when a USB memory containing data is inserted. The display unit can be used as digital signage without a set-top box or PC.

Still Image	JPG, JPEG, JPE, BMP
Motion Image	AVI, MKV, ASF, WMV, TS, MTS, MP4, 3GP, MOV, FLV, F4V

For USB Media

Simply insert a USB memory stick containing video or still-image content into the main unit for automatic playback in file sequence (number, alphabet sequence).
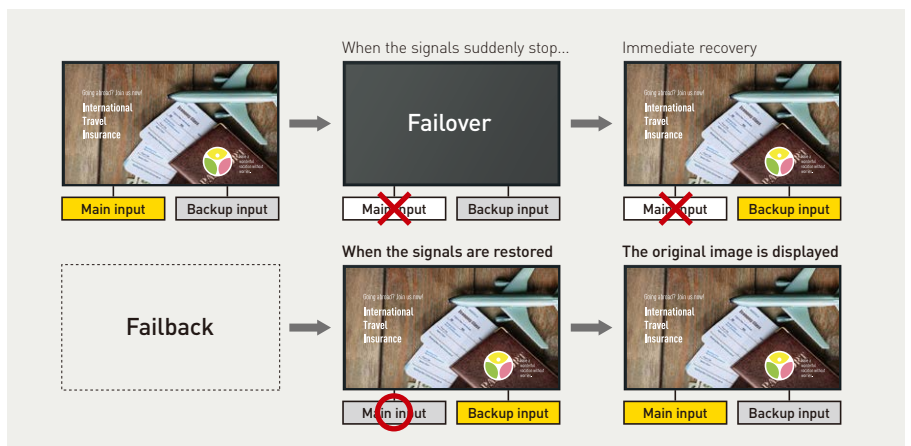
USB memory

3. Safe use by totally managing the entire system

Failover and Failback Safeguards for Mission Critical Situations
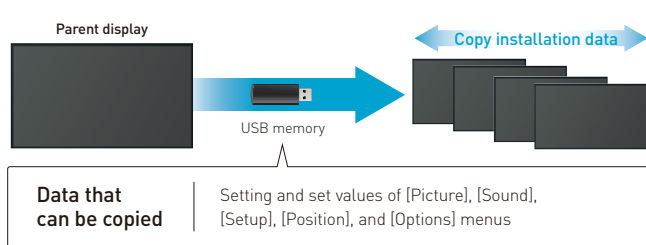
Failover and failback functions prevent image interruption when trouble occurs. Equipped with failover and failback functions with 2-system input switching to prevent image interruption.

*The usable combinations of main and backup signals are limited.
  For details, see the product manual.

When the signals suddenly stop...   Immediate recovery

Failover

Main input   Backup input

Main input   Backup input

Main input   Backup input

When the signals are restored   The original image is displayed

Failback

Main input   Backup input

Main input   Backup input

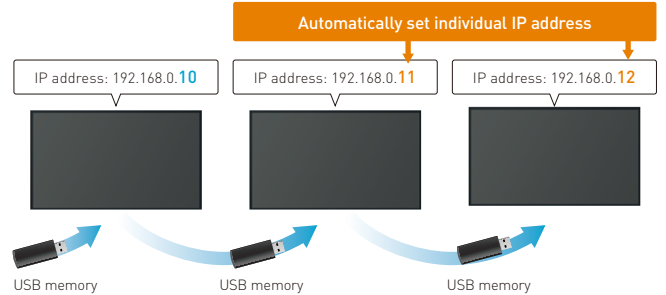## Cloning Function Saves Labor When Setting Up Multiple Devices

When installing multiple displays, the Cloning function lets you use a USB memory (or LAN network) to copy the settings of a parent display to other units, thus greatly shortening the setup time.

Parent display

Copy installation data

USB memory

Data that can be copied	Setting and set values of [Picture], [Sound], [Setup], [Position], and [Options] menus

*The Cloning function works only for displays with the same Series, and screen size.
*[Date & Time], [Network Settings], [LAN Settings] and Display ID cannot be copied.
*If it is difficult to insert a USB memory due to installation conditions, use a commercially available extension cable.
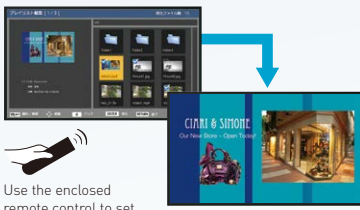
USB Memory Network Settings

Using a USB memory device, the network setting can be made for multiple displays. Individual IP addresses for each unit are automatically set.

Automatically set individual IP address

IP address: 192.168.0.**10**   IP address: 192.168.0.**11**   IP address: 192.168.0.**12**

USB memory   USB memory   USB memory

Use the Remote Control to Edit the Playlist

Use the main unit's remote control to set the playback sequence and playback time for the content saved onto the USB memory stick to edit the playlist.
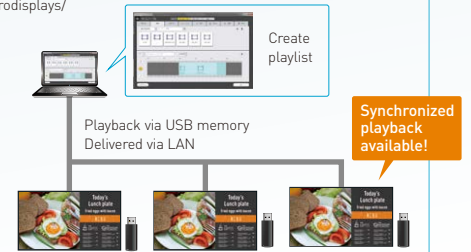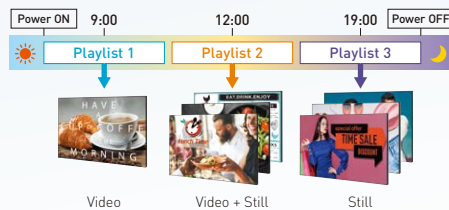
Use the enclosed remote control to set the playback sequence and time.

Personal computer software enables even easier and more convenient content playback and management

Content Management Software for PC Version 3.1 (free) enables easy playlist creation with media support including combinations of still and video images. You can set up schedules for playing and closing your media playlist at predetermined dates and times.

* For more information, please visit the website: https://panasonic.net/cns/prodisplays/

Power ON 9:00   12:00   19:00 Power OFF

Playlist 1   Playlist 2   Playlist 3

Video   Video + Still   Still

Create playlist

Playback via USB memory
Delivered via LAN

Synchronized playback available!

Switches to the original screen when starting up and when there is no signal
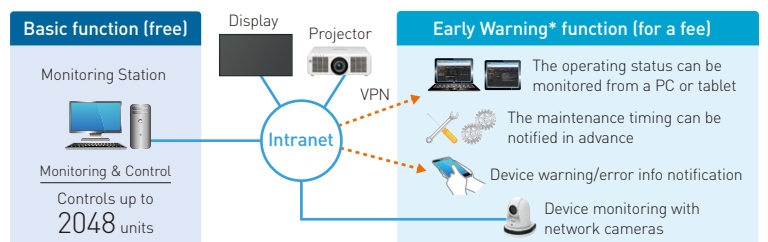
The Startup Image Settings function can be used to display your company's logo, a brand image, or any desired image when starting up the display or when there is no signal transmitted.

Example

Panasonic   WELCOME

Panasonic   WELCOME

Portrait*[1]   Landscape

*Certain limitations apply to the format for original screen.
*Compatible with 1920 x 1080 resolution only.
*1 When mounting portrait setting, be sure to mount with the main unit's power lamp facing downward.

Multi Monitoring & Control Software

Compatible with Multi Monitoring & Control Software for addition of new functions, such as automatic searching for map displays and registered devices. Displays and peripheral equipment on the intranet can be controlled and their status can be monitored. Also error notification and error indication can be detected by an indication monitoring function (for a fee) for improved maintenance.

Basic function (free)

Display   Projector

Monitoring Station

VPN

Monitoring & Control

Controls up to
2048 units

Intranet

Early Warning* function (for a fee)

The operating status can be monitored from a PC or tablet

The maintenance timing can be notified in advance

Device warning/error info notification

Device monitoring with network cameras

*Software function support varies by model.

Product specification

Model	TH-80SF2HJ	TH-70SF2HJ
Display panel		
Screen size (diagonal)/Aspect ratio	80-inch (2032 mm)/16:9	70-inch (1765 mm)/16:9
Panel type	VA/Edge LED	
Effective display area (W x H)	1771 x 996 mm	1538 x 865 mm
Number of pixels (H x V)	1920 x 1080	
Brightness	700 cd/m² (typ)	
Contrast ratio	5000:1	
Dynamic contrast	50000:1	
Response time (G to G)	4.0 ms	8.0 ms
Viewing angle (Horizontal/Vertical)	176°/176°(CR≥10)	
Connection terminal		
HDMI In	HDMI Type Connector x 2	
Video/Audio In	4-pole Mini-jack (M3) x 1 (Shared with DVI-D/PC In)	
DVI-D In/Out	DVI-D 24-pin x 1/x 1 (DVI Revision 1.0 compliant), HDCP 1.1 compatible	
PC In	Mini D-sub 15-pin (DDC2B compatible) x 1	
Serial In/Out	D-sub 9-pin x 1/x 1, RS-232C compatible	
IR In/Out	Stereo Mini-jack (M3) x 1/x 1	
Audio Out	Stereo Mini-jack (M3) x 1	
DIGITAL LINK/LAN	RJ45 x 1, 100BASE-TX, compatible with PJLink™	
USB	USB TYPE A connector x 1, DC 5 V/1 A (USB 3.0 is not supported)	
Audio		
Built-in speakers	20 W [10 W + 10 W]	
Electrical		
Power requirements	110–127 V AC, 50/60 Hz, 220–240 V AC, 50/60 Hz	
Power consumption	380 W	235 W
On mode average power consumption *1	356 W	205 W
Power off condition/Standby condition	Approx. 0.3 W / Approx. 0.5 W	
Mechanical		
Dimensions (W x H x D)	1835 x 1060 x 82 mm (72.3″ x 41.8″ x 3.3″)	1580 x 919 x 80 mm (62.2″ x 36.2″ x 3.2″)
Weight	Approx. 62 kg (135 lbs.)	Approx. 45 kg (99 lbs.)
Bezel width	R/L/T/B: 28.5 mm (1.12″)	R/L: 18.6 mm (0.73″), T/B: 23.6 mm (0.92″)
Wall-hanging pitch	VESA compliant 600 x 400 mm (23.6" x 15.8")	VESA compliant 400 x 400 mm (15.8" x 15.8″)
Orientation*2		
Installation orientation	Landscape/Portrait*4/Angle adjustment 0-45 degrees for both left and right (landscape setting only)	
Tilting angle	0-20 degrees forward/backward with landscape/portrait setting (Angle adjustment is not possible for forward/backward tilting installation.)	
Operating time*3	24 h/day	
Environment		
environment	Temperature: 0 °C to 40 °C (32 °F to 104 °F) for up to 1400 m altitude / 0 °C to 35 °C (32 °F to 95 °F) for between 1,400 m and 2800 m altitude, Humidity: 20 % to 80 % (Non-condensation)	

*1 Based on IEC 62087 Ed.2 measurement method.
*2 Please contact your sales representative with regard to the tilt angle before installation.
*3 In case of long time, the moving image is recommended to be displayed. If you display a still picture for an extended period, the image retention might remain on the screen.
  However, image retention can gradually disappear by displaying a moving images.
*4 When mounting portrait setting, be sure to mount with the main unit's power lamp facing downward.
Note: Due to the terminal block construction, some connection cables and USB memory devices cannot be used. Be sure to check the "CONNECTION TERMINAL" information in the product specification sheet.
  For more information about product specifications, please visit the website: https://panasonic.net/cns/prodisplays/download/spec_manual/

Free Software Description

Use personal computer software (only the Windows version is free) to support signage operation efficiency.
This enhances sales promotion and strengthens facility services.

•To download the software, please visit the website: https://panasonic.net/cns/prodisplays/download/software/

Multi Monitoring & Control Software (Ver. 2.0)

Using a LAN network, a single personal computer can monitor and control up to 2048 displays. The indication monitoring function can be used for 90 days free of charge. A content list distribution function also supports signage operation.

Content Management Software (Ver. 3.1)

A playlist can be created by combining still images and videos. A number of playlists can also be set into a timetable and scheduled. The timetable can then be distributed via LAN network to USB memory inserted into the display.

Optional Accessories

Pedestal
TY-ST75PE9

Early Warning Software*1
ET-SWA100 Series*2

*1 Multi Monitoring & Control Software Ver. 2.0 or later is required.
*2 Part number suffix may differ depending on the license type.

Video Wall Manager and Auto Display Adjustment Upgrade Kit
TY-VUK10

*Supports Version 1.8 or later.

Digital Interface Box
ET-YFB100G

DIGITAL LINK Switcher
ET-YFB200G

•Display images and images on screen are simulated.

Panasonic®

For the latest information about Panasonic Professional Display, please visit:

Professional Display Global Website: **panasonic.net/cns/prodisplays/**
YouTube: **www.youtube.com/PanasonicProDisplay**
Facebook: **www.facebook.com/panasonicprojector**

All information included here is valid as of November 2017.

CT17-G01PF-SF2H
Printed in Japan.