



Campbelltown City Bowl hits a strike with Panasonic Projectors

Campbelltown City Bowl in Sydney's west has installed 15 Panasonic PT-LB30E LCD projectors. The independent bowling centre has invested over \$75,000 in Panasonic technology to create a cutting-edge visual experience for customers.

Installed in April 2006 by Avsound Productions, the projectors are the centrepiece of the 30-lane layout, with each projected image spanning two lanes, providing all bowlers with a view of the screens.

Campbelltown City Bowl have installed the projectors to screen DVDs, TV footage and Nightlife – an all in one music management system that connects with the centre's jukebox to show video clips of the music played at the venue.

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Panasonic Projectors dramatically transforms interior design



The PT-LB30E features Panasonic's unique Daylight View technology, which measures ambient light and adjusts brightness according to the conditions, a vital element for the bowling centre as it requires bright lighting during the day and for competitions.

The impressive 3000-lumen brightness of the projectors delivers crisp, bright images. An aspherical lens system provides higher focusing precision, achieving a high quality image that is easily viewable from the top of each lane.

According to Barry Dawson from Avsound Productions, the installation has dramatically transformed the interior design of the centre, providing a modern and stylish atmosphere to appeal to social bowlers. Mr Dawson is confident the Panasonic projectors have met the entertainment requirements of the Campbelltown City Bowl.

"We designed the fit-out of Campbelltown City Bowl around the capabilities of

Panasonic's projectors, which have simple service needs and long lamp life, ensuring that there are minimal problems with the units following the installation.

"Each of the projectors is controlled in groups of four, enabling lanes at one end of the centre to show different footage to lanes at the other end. This functionality was an essential component for Campbelltown Bowl, as it provided a practical solution to running, for example, children's parties and competitions in unison," Mr Dawson said.

Avsound Productions developed a service plan that would accommodate the bowling centre's needs and, after almost a year in operation, the projectors continue to function efficiently.



"Panasonic develops products of the highest quality that provide our customers with exceptional value for money. The introduction of the projectors to the Campbelltown City Bowling Centre has provided the centre with the appropriate technology to create an atmosphere that appeals to all its customers," Mr Dawson said.

About the Panasonic PT-LB30E LCD Projector

Panasonic's Daylight View technology helps project sharp, crisp images that are easy to see even in brightly lit rooms. A built-in sensor measures the ambient light automatically and the halftone colours and brightness levels are adjusted accordingly in real time. The projected image is easy to see in any room situation - from brightly-lit rooms to environments with bright fluorescent lighting.

The Panasonic PT-LB30E projector delivers a bright 3,000-lumens, combined with the convenience of an ultra-lightweight design at 2.5kg.

For more information on Panasonic projectors visit, Panasonic.com.au

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