



# Media Production Suite for Efficient Operation of Camera Systems

The Media Production Suite is a software platform that offers a variety of functions for enhanced video quality and increased operational efficiency. By centralizing the management and monitoring of Panasonic cameras, it facilitates the streamlining of setup, management, and control—even in dynamic shooting environments such as online lectures, webinars, academic conferences, and live events. Additionally, with plug-ins available for an additional fee, the Media Production Suite provides numerous functions for operational support, enabling high-quality productions to be achieved with minimal crew.

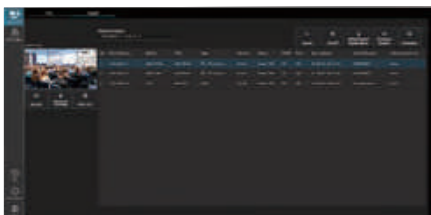


## Basic Functions for smooth video shooting

## Plug-ins (Additional Fee)\*1 for specific needs

### Device View

Easy and efficient device setup and operation



>>> see p.4 for details

### Auto Tracking

Accurate tracking technology using face recognition and body detection



>>> see pp.6-8 for details

### PTZ Control

Control multiple PTZ cameras from one PC while viewing images and use macros\*2 to program camera movements for automated shooting



>>> see p.5 for details

### Visual Preset

Switch subject of multiple PTZ cameras with a single click



>>> see p.9 for details

### Video Mixer

Subject keying regardless of the shooting location and easy composition of video materials\*3



>>> see pp.10 and 11 for details

## Media Production Suite

\*1 Please refer to "To use the plug-ins in the Media Production Suite" in P12. \*2 It will be supported in the future. \*3 The screen is under development and the actual specifications may differ.

### For users of existing PTZ camera software (EasyIP Setup Tool Plus, PTZ Control Center, and Auto Tracking Software)

Existing PTZ camera software (except for PTZ Virtual USB Driver) have been integrated into the Media Production Suite. Existing software can still be used, but future updates will be implemented for the Media Production Suite only. AW-SF100/200/202/203 or AW-SF300 licenses can continue to be used as plug-ins (additional fee) for the Media Production Suite (some specifications may vary).

# Media Production Suite for Smart Operation and Rich Expression



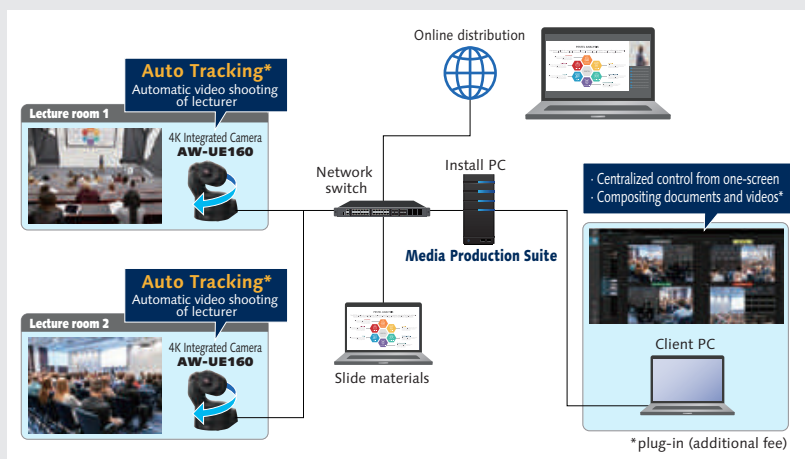
- ▶ Enhanced Efficiency with Smart Operation
- ▶ Expand Your Creative Capabilities with Optional Plug-Ins
- ▶ Intuitive Operation with a Unified GUI

## ● Sample Applications

### CASE 01

#### Easy management of PTZ cameras in different classrooms during online lecture

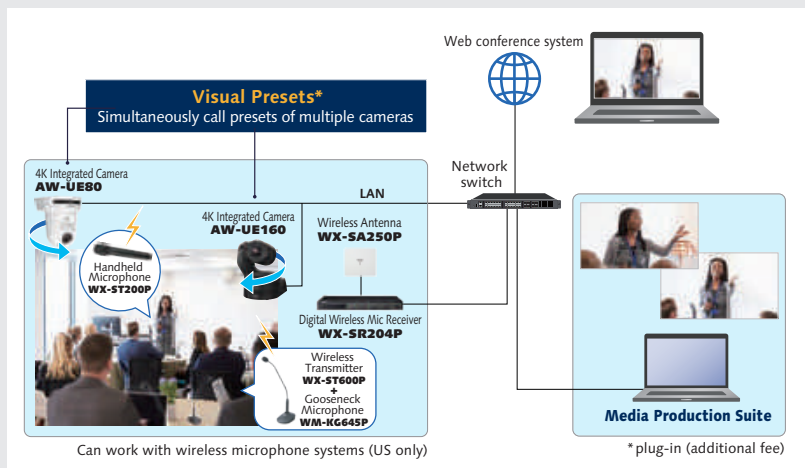
Manage PTZ cameras in separate classrooms from a single PC. Quickly check connection status and automatically update firmware, even on a large scale, such as cameras in numerous classrooms on a big university campus. Use the Auto Tracking plug-in to eliminate the need for dedicated personnel and controllers, making the recording and delivery of daily lectures simple and efficient.



### CASE 02

#### Fluid Hybrid Conference with Easy Operation

With one click on a PC screen, use the Visual Preset plug-in to point all cameras at a speaker. Also, link a PTZ camera to a Panasonic wireless microphone for autofocus on anyone who speaks into the microphone, making it easy to locate speakers at a hybrid conference.



## PC system requirements:

<https://pro-av.panasonic.net/en/software/mps>





# Device View

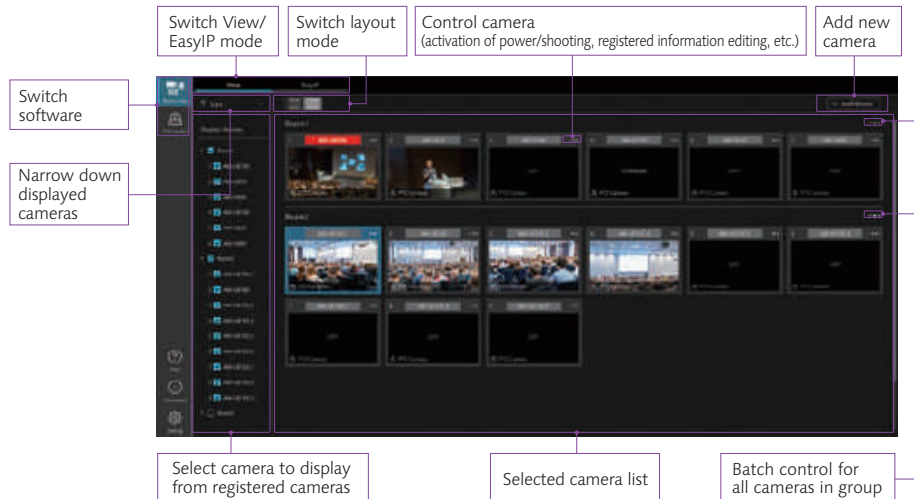
Streamlined camera management and status monitoring over the network.

## 1. View Mode

### Quickly Confirming Connected Camera Status

#### Real-time status checks

Lists the status of each connected camera, including power on/off and tally. Thumbnails display each camera's video for quick confirmation of all PTZ camera angles. Use the GUI to activate power, etc., and create groups for selected devices as desired.



## 2. EasyIP Mode

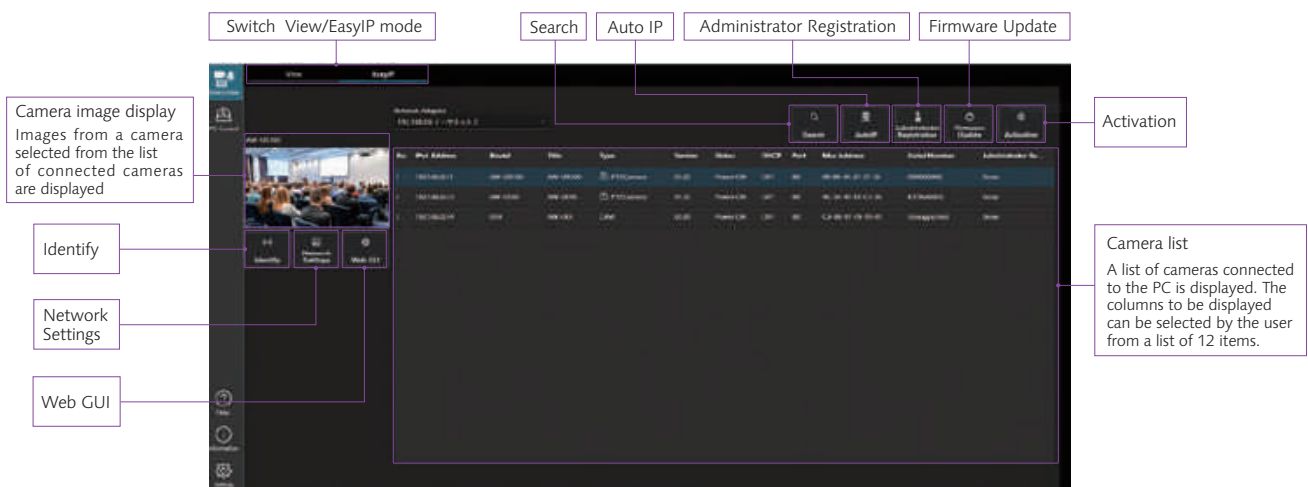
### Centralized Management of Settings

#### On-site Preparation

Panasonic PTZ Cameras connected to a PC can be detected and listed. Users can check camera information such as IP address and version number, and configure camera settings. For example, Auto IP assigns a series of IP addresses to PTZ Cameras, Identify\*<sup>1</sup> makes the power indicator of the active cameras flash for quick identification, and Administrator Registration\*<sup>2</sup> simultaneously assigns administrator accounts to selected PTZ Cameras.

#### Functions for streamlining regular management/maintenance operations

Network Settings allows any PTZ camera to be configured from the GUI screen and Web GUI uses the browser of the selected PTZ camera. Also, Firmware Update\*<sup>3</sup> automates PTZ camera firmware updates without accessing the website. NDI® HX activation, and SMPTE ST 2110 activation in AW-UE160W/K (requires optional paid software key AW-SFU60), are also available.\*<sup>3</sup>



\*1 AW-UE160W/K, AW-UE150W/K, AW-UE100W/K, AW-UE80W/K, AW-UE50W/K, AW-UE40W/K and AW-UR100.

\*2 AW-UE160W/K, AW-UE150W/K, AW-UE100W/K, AW-UE80W/K, AW-UE50W/K, AW-UE40W/K and AW-UR100.

Administrator account cannot be reconfigured once changed.

\*3 PC must be connected to Internet.

### Compatible products and system requirements:

<https://pro-av.panasonic.net/en/software/mps/dv>





# PTZ Control

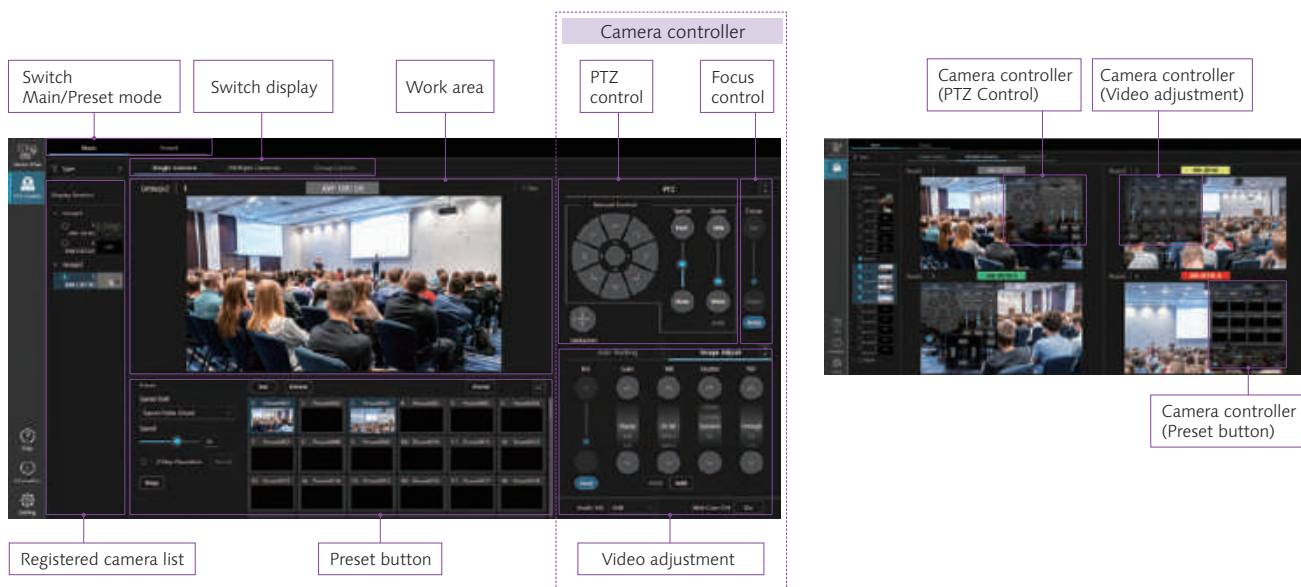
Centralized control of multiple PTZ cameras for smooth pan/tilt/zoom control and image adjustments via PC monitoring.

## 1. Main Mode | Intuitive Control PTZ Cameras

### GUI for intuitive operation and control

Main mode allows intuitive control of pan, tilt, and zoom controls as well as image adjustments (focus, iris, gain, white balance, shutter, and ND filter) via the PC screen. Display up to 100 presets with thumbnails for quick recall. One to four cameras can be selected and

operated individually from a single screen, and up to 16 cameras can be controlled simultaneously in Group Control mode. A macro function that allows users to easily program camera movements to automate video shooting will be added in the future.



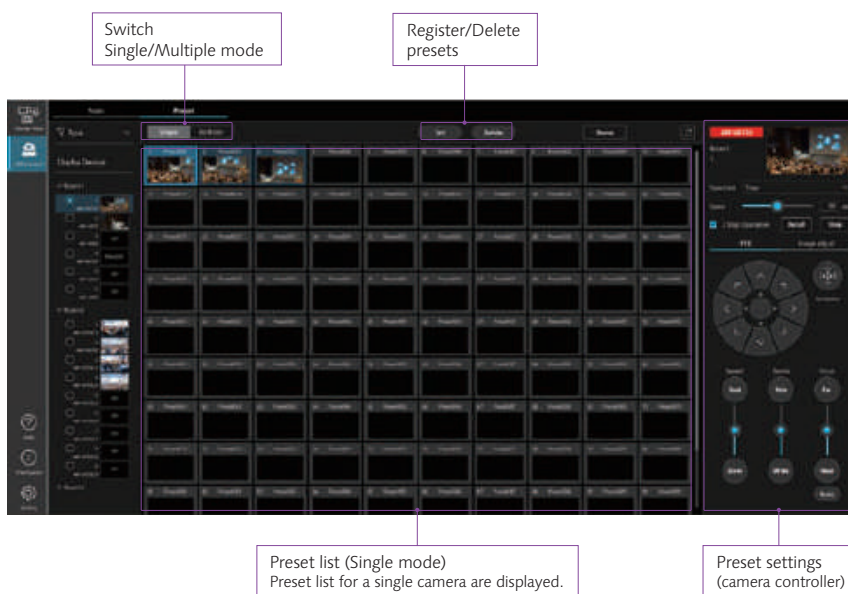
## 2. Preset Mode | Easy Confirmation and Management

### Easy Preset Management

Use the Preset mode to register and modify presets as well as list them in two different modes: Single mode, which displays the presets of a single camera, and Multiple mode, which displays presets for multiple cameras. Preset List colors can be customized for easy reading.

### Efficient centralized control and management of multiple cameras

Control multiple cameras simultaneously, including pan/tilt/zoom, preset registration/recall/deletion, focus, and iris.



### Compatible products and system requirements:

<https://pro-av.panasonic.net/en/software/mps/ptzc>





# Auto Tracking

Support from 2Q of CY2024

Facial recognition and human body detection for high-precision tracking, intuitive and flexible shooting.

90-day Free Trial

## Auto Tracking Software Key

**AW-SF100**  
(License for one camera)

**AW-SF200**  
(Basic license for multiple cameras)

**AW-SF202**  
(2 additional licenses)

**AW-SF203**  
(3 additional licenses)



## Core features for high-precision auto tracking

### Deep learning function

Learns bodily characteristics to accurately identify humans.

### Facial recognition

Registered facial data for detecting face positions in videos.



## 1. Facial Recognition and Human Body Detection for Accurate Auto Tracking

### Detects registered faces even under challenging conditions

Using software-registered data, the system detects faces in videos for highly accurate auto-tracking. From auditorium lectures to dimly lit environments, Panasonic's proprietary database can quickly detect and authenticate small, hard-to-see faces.

Note: Uses facial recognition software from Panasonic Connect Co., Ltd.

### Wide-angle view if speaker is lost and then auto tracking once target is reconfirmed

The screen switches smoothly to a wider home-position view if the camera loses track of the speaker, and then reverts back to auto tracking once the target is reconfirmed. Quiet, stable images ensure friendly content so viewers can focus with minimal distraction.

### Accurate human-body detection even tracks masked faces

Highly accurate human body detection using deep learning technology enables auto tracking of a speaker even if the speaker's face is hidden by a mask. Tracking can be initiated the moment a person is detected in a video, even without registering for facial recognition. Targets occupying a mere 1-2% of the total screen can be detected and tracked, even if they move around on a stage, crouch down or are partially hidden by a podium or lectern.



## 2. Easy Installation and Operation

### GUI for intuitive settings

Auto tracking settings are easy with the intuitive GUI, greatly reducing operator burdens.



Notes: Provisions for manual override by an operator are recommended if usage conditions result in a camera making a false detection or failing to detect a target. Screen layouts may differ depending on the software version.

### IP-based software for remote operation

IP-based software and connections for streaming and control enable cameras to be operated in remote classrooms.

### Simple, low-cost installation without sensors or other devices

After installing Media Production Suite on a PC, simply connect a 4K/HD Integrated Camera and your auto tracking system is ready to go. Sensors or other equipment are not required, keeping the configuration simple and the startup cost low.

## 4. Two types of Licenses

### Two types of licenses to match system size with operational features unique to Web app

Media Production Suite is a web application and enables control via a tablet, smartphone, desktop, etc. The AW-SF200, meanwhile, uses a floating license for flexible operations matched to the user environment, providing centralized control of multiple cameras.

## 3. Advanced Auto Tracking Functions

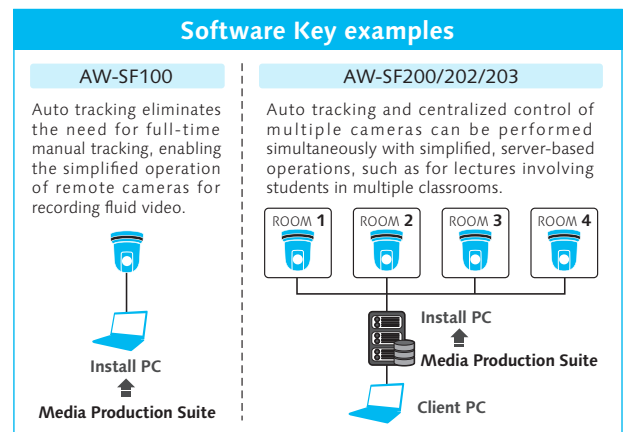
### Auto Zoom

Clicking the Auto button below the GUI's zoom slider initiates auto-zoom to maintain the subject at a constant size. The default size can be adjusted as required with Auto Zoom Size. Tracking and capturing a subject with the desired screen composition is possible even if the person actively moves around a stage.

### Presets

Various settings can be registered as presets for easy operation.

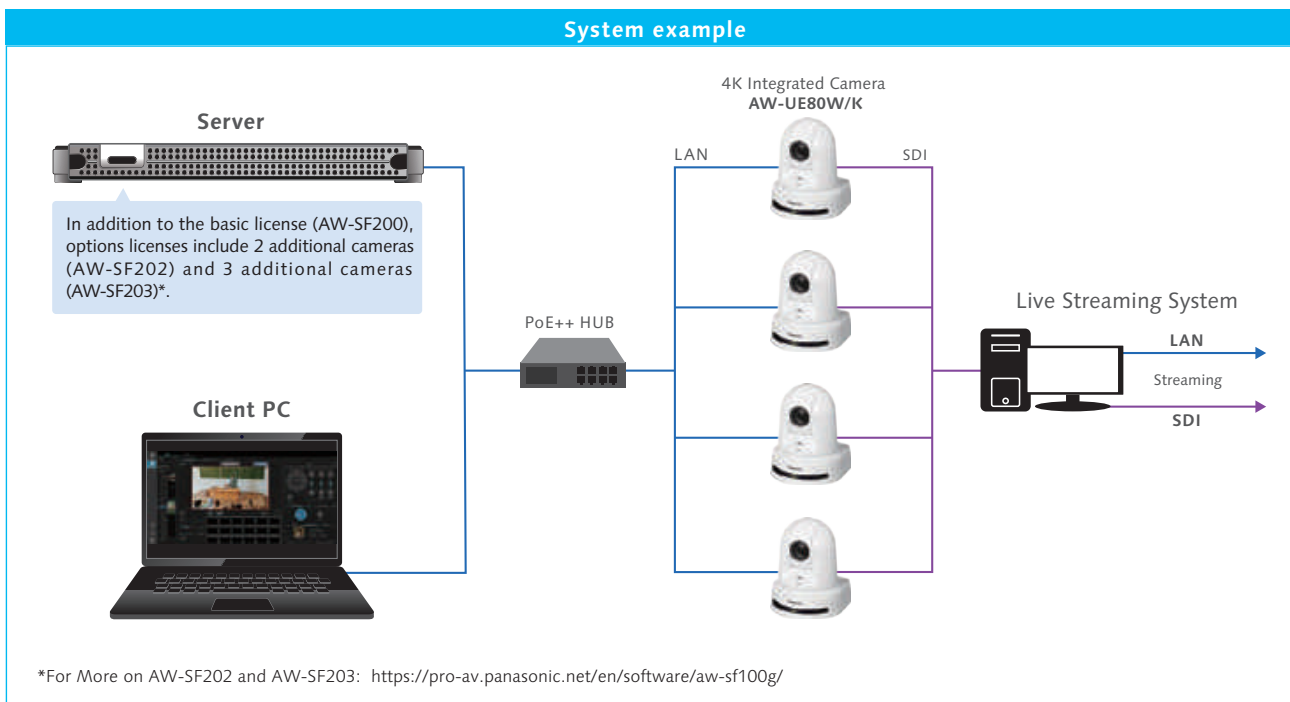
Main screen
<ul style="list-style-type: none"> <li>• Start/end position of tracking</li> <li>• Facial recognition</li> <li>• View angle (upper, full or whole body, or none)</li> <li>• Pan/tilt range</li> </ul>
Tracking
<ul style="list-style-type: none"> <li>• Operation when tracking target detected</li> <li>• Operation when preset activated</li> <li>• Camera tracking sensitivity</li> <li>• Range without auto-tracking</li> </ul>





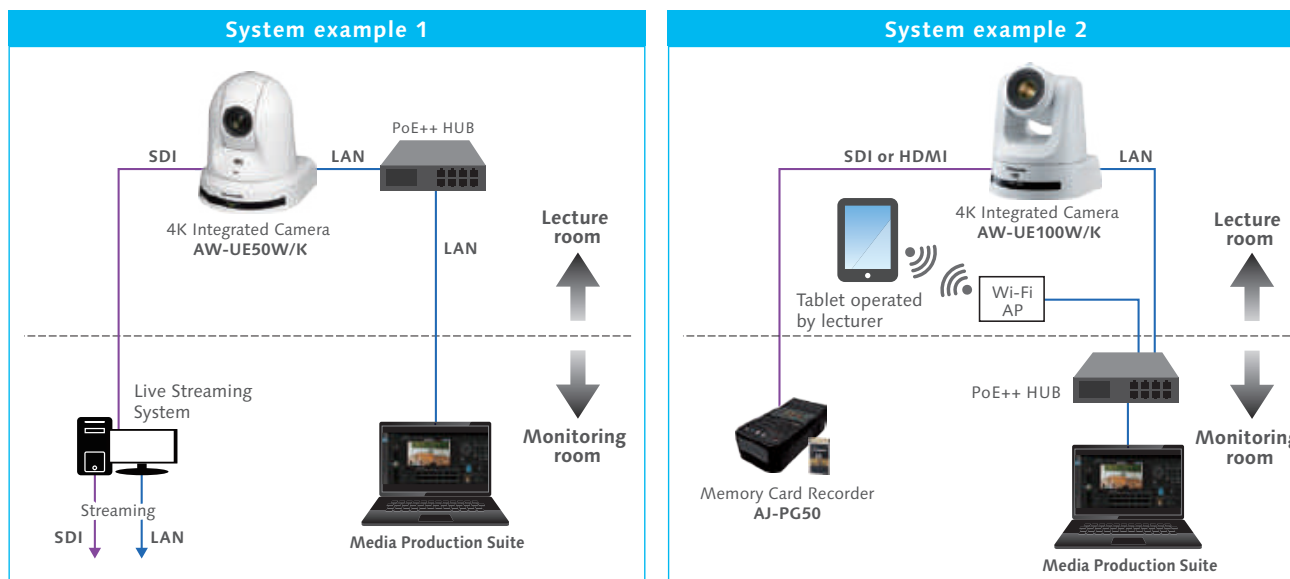
## ● AW-SF200 Example: Campus-wide Lecture

Using a server for simultaneous auto tracking and controlling multiple cameras in a large hall and simultaneously in multiple classrooms.

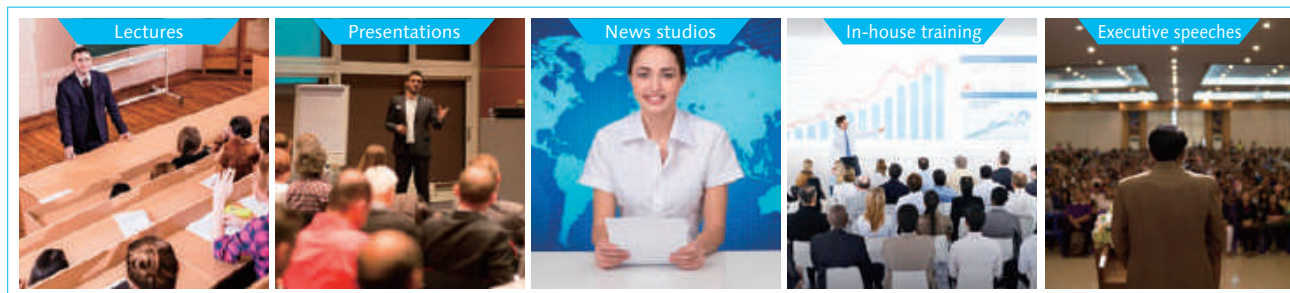


## ● AW-SF100 Example: Classroom Lecture

Auto tracking and control of one camera with one PC



## ● Auto Tracking for Diverse Situations



Note: Compatible products/system requirements to be posted on Panasonic website as available





**90-day  
Free  
Trial**

## Visual Preset

GUI screen for switching subject of multiple PTZ Cameras with single click, enabling multi-angle video production with simple operation.



### 1. Efficient, Centralized Control

#### Simultaneous control of multiple PTZ Cameras for multi-angle views

All cameras registered in a group can be directed toward a subject just by tapping the GUI's Call Trigger icon. Intuitive mouse/GUI control is ideal for users unfamiliar with video equipment operation. Also, link a PTZ camera to a Panasonic 1.9 GHz wireless microphone to enable auto switching on anyone speaking into the microphone.\*

\* US only

### 2. Easy Registration and Operation

#### GUI simplifies operation and preset registration

A separate GUI screen can be set for each shooting location, making it easy to manage the Call Trigger for the registered camera subjects. Camera positions are displayed as icons and each camera's icon in the active Call Trigger is highlighted, enabling cameras in operation to be confirmed at a glance.

Switch registered-room information

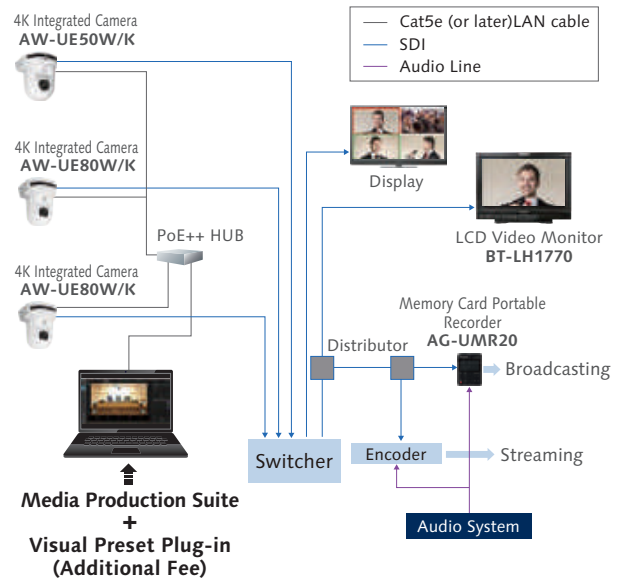
Photos or diagrams can be used for GUI background screens.

Icon indicating camera positions. Can be placed anywhere on screen. Active Call Trigger cameras highlighted.

Call Trigger icon recalls presets of associated cameras with one click. Note: Two-step preset recall possible.

Cameras registered to active Call Trigger are listed with their respective preset numbers.

### ● Example: Conference room



### ● Visual Preset applications



#### Compatible products and system requirements:

<https://pro-av.panasonic.net/en/software/aw-sf300/>





# Video Mixer

Support from 2Q of CY2024

Easy subject keying regardless of the shooting location, and easy composition of various video materials enable an expansion of the range of visual expression.



Note: Video Mixer insert screen is under development. Actual specifications may differ.

## 1. AI Keying Easy Video Composition Regardless of Location

### Keying without green backgrounds

Traditionally, dedicated equipment such as green backgrounds and lighting were required for chroma keying in which a captured person was composited with virtual background. AI Keying uses automatic image recognition to separate people from backgrounds, making it possible to perform chroma key-like compositions in conference rooms, classrooms and outdoors without any need for dedicated equipment. Using just a single PC, stunning video compositions can be created with surprising ease.

#### ● Shooting without dedicated equipment

**Conventional chroma key:**  
Requires equipment such as green backdrops and lighting.

**AI Keying:**  
Keying possible in conference room or outdoors without dedicated equipment.

#### ● High-quality compositing

**Compositing with web conferencing tool:**  
Background remains on person and outline is rough.

**Compositing with AI Keying:**  
Smooth, detailed separation due to high-accuracy subject extraction.

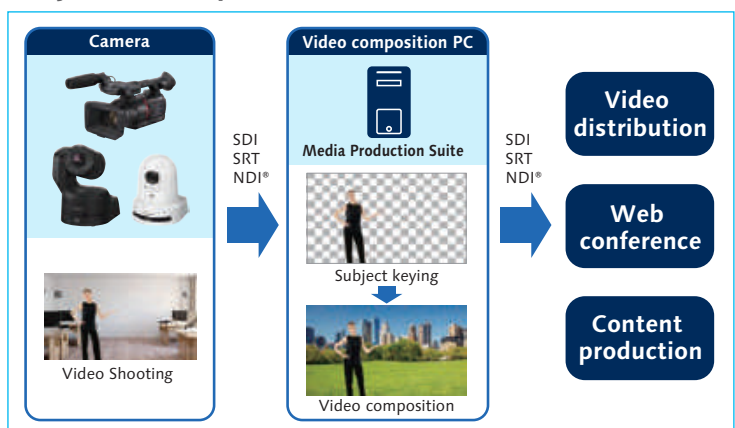
## 2. Simple, flexible video production

### Video compositing and switching with intuitive GUI

Smart Switcher function allows multiple composition patterns to be registered, selected and composited with the single click of a mouse. It also supports SDI, SRT and NDI\*\* input/output, making it easy and simple to produce videos from diverse materials. Also, linking a PTZ camera to a Panasonic wireless microphone enables voice-triggered auto switching on anyone speaking into the microphone.

\*NDI® is a new protocol developed by NewTek, Inc. that supports IP video production workflow. NDI® is a registered trademark of NewTek, Inc. in the United States and other countries.

#### ● System Example





### ● Wide applicable Video Mixer

<b>Presentations</b>	<b>Virtual interviews</b>	<b>Video programs</b>
Compositing materials and presenters for impressive presentations	Compositing remote speakers in one space	Easy compositing of videos and studio footage

Note: Compatible products/system requirements to be posted on Panasonic website as available

### For more information:

<https://pro-av.panasonic.net/en/software/mps/vm>



## PTZ Virtual USB Driver

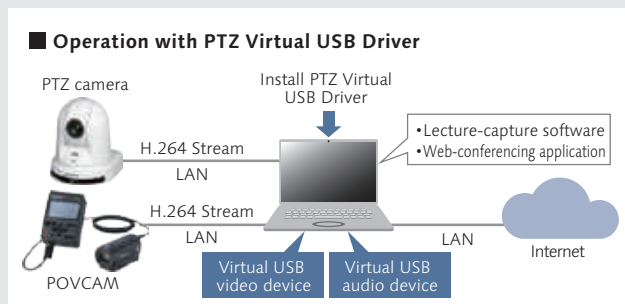
Any Panasonic PTZ camera or professional camera recorder\* on a LAN can be recognized and used as a USB camera, and remote cameras can be used as virtual USB cameras.

\* Professional Camcorder/Recorder (AG-CX350 & AJ-CX4000GJ)

### 1. High-quality Video for Web Conferencing and Lectures

#### Using LAN-based PTZ Cameras as virtual USB cameras

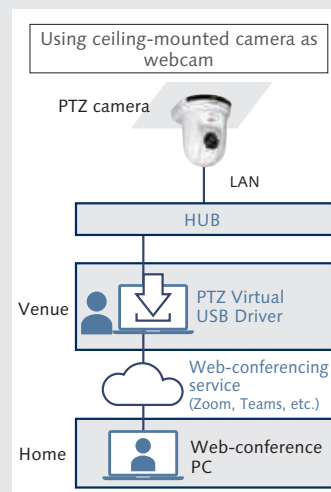
Panasonic Remote Cameras and Professional Camera Recorders lacking a USB port can be recognized as virtual USB cameras via a LAN connection, enabling high-quality video via web-conferencing applications or lecture-capture software.



### 2. PTZ camera as webcam for remote operation without USB connection

#### Achieving remote operation when USB cable connection not possible

PTZ cameras installed in ceilings or other places not accessible via USB cable can be used as virtual USB cameras. Also, multiple PTZ cameras can be connected to a PC via a single LAN cable for a simple system design.



### PC system requirements:

[https://pro-av.panasonic.net/en/software/ptz\\_vud/](https://pro-av.panasonic.net/en/software/ptz_vud/)



## To use the plug-ins in the Media Production Suite

When installing the Media Production Suite, free trial is available for each plug-ins such as Auto Tracking, Visual Preset, Video Mixer, etc. To continue the using the plug-in, purchase a software key and activate via a key on the Media Production Suite. Please contact sales company to purchase a software key.

### How to activate plug-ins

1. Install the Media Production Suite.
2. Order a software key from a sales company.
3. A box contains the software key will be delivered.
4. Follow the instructions in the Media Production Suite Operation Manual to activate the plug-in.

If the AW-SF100/200/202/203 Auto Tracking software key or the AW-SF300 Visual Preset software key have been purchased, they can be used with the Media Production Suite.

\* The software key can also be purchased in some regions such as the US and EU via electronic software delivery, in which an activation key code can be delivered to your email address provided. Please contact the local sales company for details.

### Handling of personal information registered in our software

We do not collect, store, or share within our organization any personal information, including photographs of individuals registered on the software listed in this catalog. Any information registered in the software will be stored only in the system environment (PC or server) where the Auto Tracking Software is installed and will not be stored in any other location.

- Microsoft®, Windows® and Windows® 10 are either registered trademarks or trademarks of Microsoft Corporation in the United States and other countries.
- Apple, Mac, OS X, iPhone, iPod Touch, iPad, and Safari are registered trademarks of Apple Inc., in the United States and other countries.
- Android™ is a trademark of Google Inc.
- "YouTube" and the "YouTube logo" are registered trademarks of Google Inc.
- NDI® is a new protocol developed by NewTek, Inc. that supports IP video production workflow. NDI® is a registered trademark of NewTek, Inc. in the United States and other countries. In this instance, NDI® is used to indicate low latency with high bandwidth NDI®.
- Specifications are subject to change without notice.

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Factories of Panasonic Connect Co., Ltd. have received ISO14001:2015-the Environmental Management System certification. (Except for 3rd party's peripherals.)



For more information, please visit Panasonic web site  
<https://pro-av.panasonic.net/en/qr/>



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