

At ISE, Panasonic showed for the first time in Europe, the prototype of the world's largest Flat Panel Display, 150-inch advanced high definition (HD) PDP. Maybe even larger than the world's largest flat panel display was the promise, the commitment Panasonic showed to plan for a new generation, Neo PDP.

Panasonic had shown for the first time the 103" Full High Definition Plasma at the CES in Las Vegas in January 2006. This product became commercial in October 2006, one year and three months ago. Despite many prototypes from different brands being show-cased, the Panasonic 103" is still the largest flat panel display commercially available on the market.

Panasonic now leads the professional large display market with the 150-inch PDP, which has an 8.84 million pixel resolution (4096 x 2160) - more than 4X the 1080p FHD specification (1920 x 1080).

The prototype is as large as nine 50-inch Plasma displays with an effective viewing area of 3.31 m (W) x 1.87 m (H).

The prototype gave Panasonic spokesmen an opportunity to talk to the press about their new next-gen PDP factories and their plans for a new generation. "After all, Plasma is still a young technology," explained one executive.

"Neo PDP" will be a new generation of Plasma that combines advances in cell structure, process technology, and new drive technology. The impact is that NEO PDP will save power, double the luminance efficiency, allow for larger sizes and thinner models. Panasonic is passionate and committed to Plasma while others drop out.

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