

## Effect Analysis Solution for Streets and Facilities

#For the general public #Lively visualization #Lively prediction  
#Crowd emotions #Crowd people style #Management ROI #API  
#I want to come again



**Panasonic  
Accelerator**

by Electric Works Company

Business Overview

We are implementing initiatives to create urban spaces by utilizing the Panasonic Group's accumulated technologies in lighting effects, landscape lighting, and video distribution.  
Panasonic Group's accumulated technologies for lighting effects, landscape lighting, and video distribution are being used to create urban spaces. Reference video: [https://youtu.be/-r\\_Ux0CNt5o](https://youtu.be/-r_Ux0CNt5o)

Target Markets

- (1) Individual facilities or Cross-facility Cross-sectional staging
- (2) Staging of the entire town

Issue

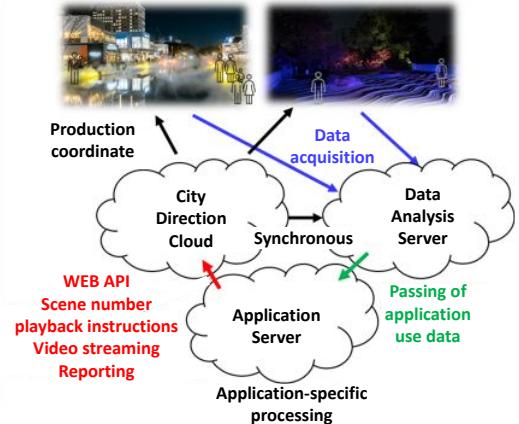
We are trying to establish a business based on the value of delivering excitement through the production of light, images, and sound.  
We are aware of the following two issues to be addressed in launching the business.  
Provide customers with interactive performances.  
Visualization and consultation of operational ROI through the production of light and visual images  
We expect to provide solutions that enhance the value of the visitor experience and visualize the effect of the production for our clients.  
We are looking for a solution to visualize the effect of the production on the client and to enhance the value of the experience for visitors.

Assets

- (1) Lighting equipment (2) Lighting design (3) Lighting direction
- (4) Lighting design (5) Experience design know-how
- (6) Facilities owned by the client

Partner Requirements

We are looking for solutions to visualize psychological aspects that have a high affinity with staging, solutions to visualize the liveliness expected by location owners(sensing or algorithm), as well as solutions to convert visualization results into lighting/visual effects. Specifically, we are looking for visualization of SNS response, visitor sentiment, and visitor influx. Of course, if you have any other suggestions, we would like to consider them.  
Let's create a new form of urban design together with the Panasonic Group!



## **Solution for staging of city/facilities (light, sound, and video)**

#City charm #Landscape lighting #Sound interlocking #Video generation #Five senses #API #UI #AI #empathy #Cloud



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