

Design the next
generation television
experience in 2017
for Europe



**STOP WATCHING
THE WALL.
EXPERIENCE
TOGETHER!**



Panasonic
ideas for life

Come gather round for entertainment

Do you often have dinner with your family, on a line, facing a wall? Not really, right? That's because it's not the way human beings naturally regroup! So why do we keep watching television this way when it's the most 'social' device in our household? We believe TV should adapt to your lifestyle and your living room, and not the other way around.

Come sit around Agora, kick back and relax with your loved ones. Don't choose anymore between them and your program: let your eyes meet over the top of the image, and laugh and smile together. Everybody knows it's contagious! Look at your child discovering wonders in video! Have a real debate around the news! Play tennis on your video game console facing your friends! Really take sides when watching a sports match and throw peanuts at each other!

This is only a glimpse of the new possibilities offered by Agora. It's up to you to write the rest!



End the dictatorship of the TV set, free your living room setup!

We built Agora to fit best in the European living room set up and designed it to replace your ordinary coffee table, a natural family gathering place for relaxation and 'socialization'! No need to preserve space for your TV on the wall anymore, no more need to set it up next to the sockets, or to place your sitting space according to it, as we often observed in France and Germany. Set up the living room to suit your needs and desires!



And if for example you have friends coming over for an 'apertif' in the typical French tradition, and need the space in the middle of the table, not to worry! You can lower the screens into the table with a simple gesture.

Tell us how you would set up your living room!

Make your own experience!

How it all began...

Since the 50s, TV sets have seen very little change apart from color and flat screens. Nowadays, competition on the market revolves around size, image quality and price only, making it very difficult for anyone to conquer new market shares and make good profit. Panasonic, while very powerful in its home country of Japan, had only very small shares in Europe, and seeing there was lots of space for true innovation, they came to see ME310.



In this context, we were looking for a truly new product, something that didn't compete on the same field as the other TV sets. But that wouldn't compete on the same field as other popular devices right now either, such as tablets, smartphones or laptops. So we needed to find what made TV unique and build on that. Bigger screen and sound? That's what TV manufacturers are fighting on right now. What else?

We quickly realized the one true thing that made TV different from other entertainment devices: it is common to the entire household. It is shared and social. This is what we wanted to build on, and this is how Agora came to be.

To infinity and beyond!

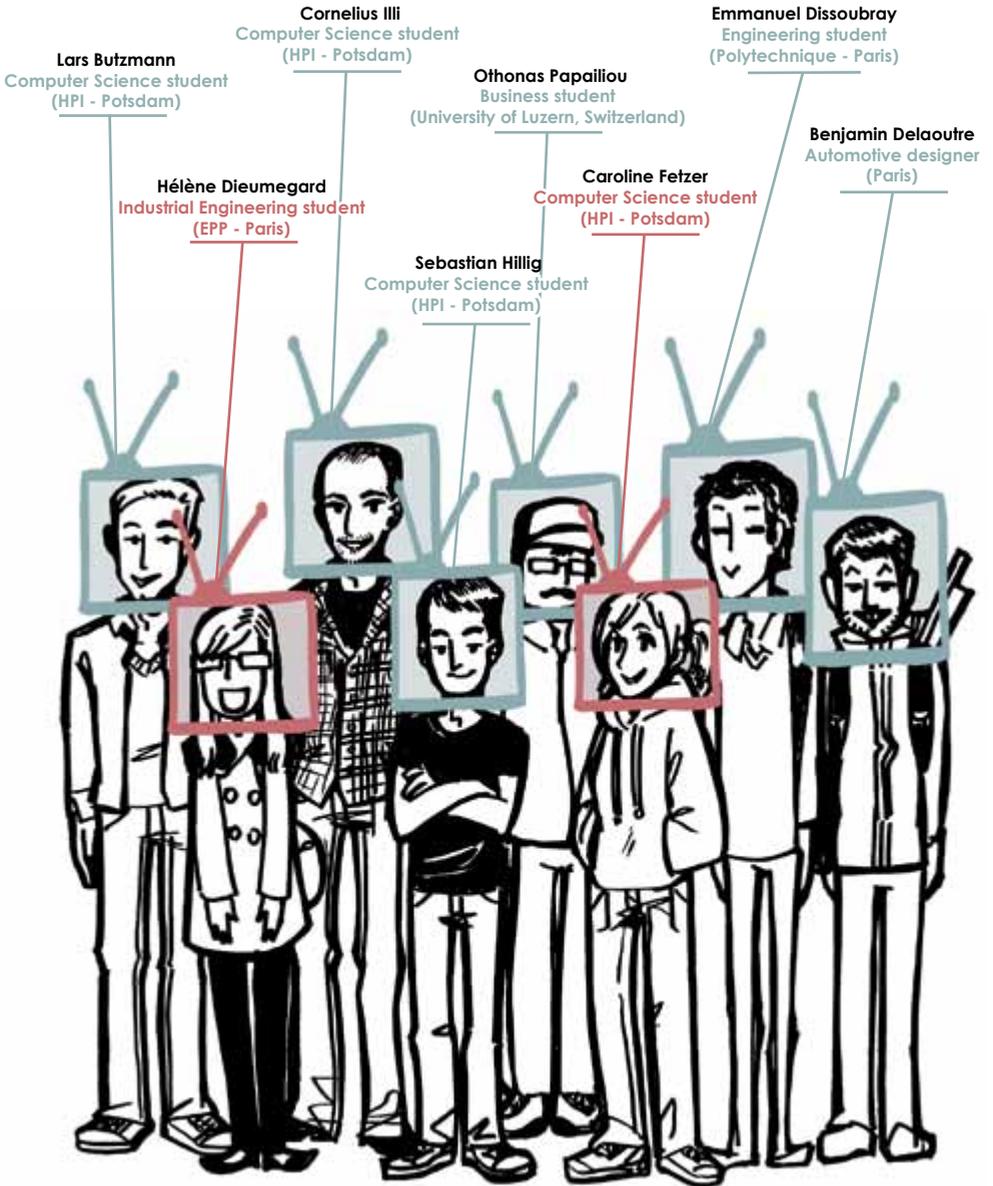
Through Agora, we've uncovered a completely new path for entertainment at home. The new possibilities are very broad for content, interactions, apps and whatever anything else someone might think of. We obviously could only think of so many, and then implement only a few of those... Because that's for you to do! Agora is yours to develop, live your experience, build your own entertainment!

We believe that in 5 years, advanced platforms will allow users to manage easily all their content across all of their devices, but what kind of new content could be created thanks to Agora? What if one side of the group could watch the murderer's point of view in a horror movie, and the other could watch the victim's? What if a video game could be built on the collaboration of one side with the other, each side not being able to see what information the other possesses? These are just a few, how many can you think of?

Agora is more than just this device: it's the open door to new entertainment experiences for companies and users to invent!

And this is where we believe Agora will be the most profitable to our corporate partner: Panasonic.





Flash to discover our videos on our blog!

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