# Panasonic Unveils Latest OLED and Mini LED TVs with Advanced Home Cinema Technology at Düsseldorf Event



This week, Panasonic showcased its latest OLED and Mini LED TVs during an event in Düsseldorf, Germany. The demo provided insights into the company's advancements in home cinema technology.

**Adoption of Micro Lens Array (MLA) Technology:** Panasonic's decision to use MLA in its new MZ2000 and flagship Z95A OLED TVs is primarily driven by the pursuit of increased max brightness, explained Neil Loyd Meek, Panasonic’s head of digital training. MLA competes with Samsung’s QD-OLED technology, both aiming to enhance OLED brightness.

**Integrated Soundbars:** Panasonic will continue integrating soundbars into its high-end and mid-range OLED models, including the new Z90A series. This approach caters to customers who prefer built-in audio solutions, although it has sparked debate among home cinema enthusiasts about the merits of separate sound systems.

**Minis LED Expansion:** Panasonic is expanding its Mini LED offerings, as demonstrated by a comparison between the new W95A and last year’s MZ950. The W95A displayed deeper blacks and more vibrant colors, indicating significant improvements in Mini LED technology. This aligns with industry trends, with other manufacturers also enhancing their Mini LED portfolios.

Panasonic’s emphasis on MLA OLEDs, integrated soundbars, and Mini LED advancements underscores its commitment to enhancing the home cinema experience.