

Panasonic Connect Looks to the Future of Live Entertainment



New Leadership Appointment Strengthens Company's Commitment to Advancing the Future of Themed Experiences

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Panasonic Connect North America remains committed to revolutionizing live, themed, and immersive experiences with the appointment of Jared Darenbourg to National Live Events Manager. This appointment comes at an exciting time for the industry's future. In 2022, the entertainment and leisure sector saw a **375% increase in funding since 2020**. Meanwhile, the theme park sector alone is expected to surpass **\$89 billion** by 2025 as **increased purchasing power** gives parks the opportunity to invest in new attractions that will keep visitors returning for years to come. After supporting countless partners in the development of innovative experiences in recent years, Panasonic Connect looks forward to helping the industry further its growth path.

"From supporting the creation of next-level immersive experiences to designing the production behind engaging museum exhibits across the country, bringing the creative vision of the themed entertainment industry to life with our innovative technology has been a passion of mine for almost ten years of my career," said Jared Darenbourg, National Live Events Manager at Panasonic Connect. "I look forward to more collaboration with our existing and new partners as we continue to transform guest experiences for the better."

As the themed entertainment industry progresses on its journey to evolve the audience experience with technology, partnerships with tech companies and rental and staging professionals will be critical. Darenbourg has helped lead some of Panasonic Connect's most innovative partnerships with organizations such as Illuminarium, AREA15, Criss Angel, and the Academy Museum. In his new role, Darenbourg will drive Panasonic Connect's business, communications and engineering strategy in both the themed entertainment and live events markets in addition to managing the company's relationships with the **Event Production Network** and **AV Alliance Network**.

"With so many new types of audience experiences and attractions emerging in recent years, from projection mapping exhibitions that immerse visitors into new worlds to hybrid concerts that engage both in-person and at-home fans, the themed entertainment industry will need to rely on technology more and more to continue innovating according to audience expectations," said Ryan Carson, Vice President & General Manager of Professional Imaging & Visual Systems at Panasonic Connect. "As a successful leader at Panasonic Connect for the past eight years, Jared is the ideal person to lead his team forward and forge the industry partnerships to take entertainment experiences to the next level."

To learn more about Panasonic's solutions for the themed entertainment sector, visit <https://na.panasonic.com/us/whatmovesus/immersive-entertainment>.

About Panasonic Connect North America

Established on April 1, 2022 as part of the **Panasonic Group's** switch to an operating company system, **Panasonic Connect North America** is a B2B company offering device hardware, software and professional services to provide value to customers across the public sector, federal government, education, immersive entertainment, food services and manufacturing industries. With the mission to "Change Work, Advance Society, Connect to Tomorrow," Panasonic Connect North America works closely with its community of partners, innovators and integrators to provide the right technologies to address customers' ever-evolving needs in today's connected enterprise.

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