

# Paradis du Fruit thinks big with Panasonic

**Involved** : 13 x 103" Plasma Displays  
**End user** : Paradis du Fruit  
**Placement** : Paris, France  
**Install Date** : November 2009  
**Project Manager** : Philippe Starck

Paris du Fruit has chosen Panasonic to revamp the design concept of its restaurant on Avenue Georges V in Paris by using Panasonic's 103" Full HD 1080p plasma screens, the World's Largest Plasma Display



Paris, France

Philippe Starck, Project manager for the venture between Panasonic and Paradis du Fruit, came up with the concept of merging technology with art. For this, he used 13 x 103" Panasonic Plasmas, which now play an integral part in the new restaurant layout.

The Paradis du Fruit management team called upon Starck to deliver a unique design for the restaurant chain that would create an impact and remain in customers' memories long after their visit. Each plasma in the restaurant is placed behind or alongside the dining booths and reflects stunning images of fruit, which creates a fluid atmosphere in the restaurant.



Lionel Benero, Vice President of Paradis du Fruit explains, "It is about a long term investment and this design will accompany our brand for many years to come. We chose the Panasonic screens not just for their undeniable merits but also for the long-term guarantee on the professional products that this brand offers"

## Local Contact

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Internal use only

Consent given for external use

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**Panasonic**  
ideas for life

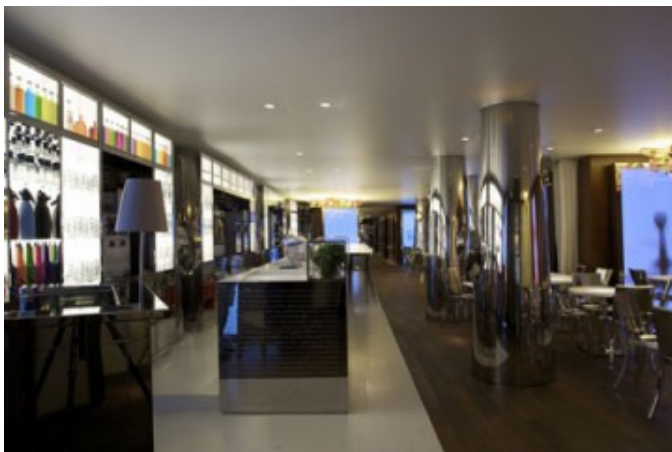
Professional  
Plasma Displays  
Europe

The Worlds Largest Plasma Display screens boast a 1920 x 1080p resolution, reproducing the entire colour range specified by the HDTV standard, creating pictures that are so vivid and realistic that they directly address the viewer's emotions. In darker environments, the 'Super Cinema Mode' can achieve a particularly rich shade of black and an amazing contrast ratio of 5,000:1. The display is also rotatable by ninety degrees allowing full portrait mode.

Luis Alfonso, Display Product Manager for Panasonic PPDE in France said: "Paradis Du Fruit's use of our plasma's is a testament the range of our installs our product can be used for. Its reliability, flexibility and high performance makes it the ideal display format for a range of markets including digital signage, entertainment, high-end home theatre, sports playback, command and control, and higher education. Our 103" Plasma is a world beating product that has garnered widespread acclaim for its size and picture quality and has become the industry's leading high-impact, large-format display for a wide range of commercial applications."

### Why Panasonic for Leisure?

- **Large displays** to make an impact
- **Crisp FHD images** for refined communications
- **Dynamic images** seen from any angle eliminates image distortion
- **Robust & durable** build reduces potential damage in public spaces
- **Sharp & clear** fast moving images eliminates motion blur
- **Versatile image display functions** creates easy and effective digital signage



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