

Panasonic to Present its Extended Range of Industry-Leading 3D Televisions at IFA

Panasonic Europe Ltd.
Hagenauer Strasse 43
65203 Wiesbaden, Germany

www.panasonic.eu

Berlin, Germany (September 1, 2010) – Panasonic Corporation, the global leader in High Definition television and a true pioneer in the area of 3D, will be unveiling two new additions to its range of VIERA VT20 series televisions at IFA in Berlin. The new 42" (42VT20) and 46" (46VT20) models come with a variety of innovative features that are certain to guarantee years of unmatched 3D television enjoyment. In addition to the two new members of the VIERA family, Panasonic will also be launching yet another new 3D series, the TX-P42GT20 Plasma, at IFA.

Press contact:

Anne Guennewig,

Tel: +49-(0)611-235-457

Fax: +49-(0)611 235-185

anne.guennewig@eu.panasonic.com

This year's exhibition promises to be quite exciting for television enthusiasts because Panasonic will be presenting its complete range of Plasma and LCD models at the most important event for the consumer electronics industry in Europe. The 2010 VIERA NeoPDP Plasma models draw on its most recent advanced NeoPDP technology and boast higher efficiency, better image quality and lower power consumption in comparison to previous NeoPDP models. This is achieved by a new panel generation that relies on a new filter, new discharge gas, improved phosphor, and redesigned cell structure. Hence, NeoPDP technology delivers astonishing picture quality for both, 2D and 3D viewing entertainment.

Three new models join the VIERA family

The new 42" and 46" VT20 VIERA models that Panasonic will be showing at IFA include many exciting features. Panasonic's High-Speed 3D Drive technology, as well as 600Hz Sub-field Drive technology, produce crisp and immersive 3D images (two 3D eyewear units are included). A unique feature called 24p Smooth Film for 3D actually eliminates typical cinema judder by increasing the number of the original 24 frames. This, in turn, displays motion much more smoothly. The VT20 models also promise to deliver the highest picture quality for 2D content. High Contrast Filter Pro delivers improved contrast in brighter environments and reduces light reflections, while THX® Certified Display certification ensures that every Panasonic NeoPDP TV displays movies with exactly the quality and color palette that the director has intended. In case you feel like watching common 2D programmes in 3D, Panasonic has developed a 2D-3D Conversion function. A special processor inside the television converts 2D content into 3D images.

The attractive new 42" TX-P42GT20, on the other hand, also brings 3D television enjoyment to new heights by offering many of the same key features, including 24p Smooth Film for 3D, 2D-3D Conversion, 600Hz, THX and a High Contrast Filter. Unlike the other models in the VIERA VT20 series, the TX-P42GT20E does not come with 3D eyewear.

NeoPDP for the ultimate television experience

With the addition of the new models, NeoPDP technology is now included in the VIERA VT20 (65", 50", 46" and 42") Full HD 3D¹ TVs, GT20 (42"), V20 (50" and 42") and G20/GW20² (50", 46", 42") series. Equipped with features like 600Hz Sub-field Drive, Infinite Black Pro (over 5,000,000:1 native contrast) or Infinite Black (5,000,000:1 native contrast), High Contrast Filter Pro or High Contrast Filter, THX-certified colour reproduction and 0.001 ms response time, NeoPDP panels are perfectly suited for enjoying fast speed sports scenes, action movies and exciting games. Coupled with the inherent benefits of plasma technology, the new NeoPDP panel has clearly taken PDP's image rendering quality to an even higher level. In addition, the NeoPDP line-up stands out through extensive connectivity and elegant design.

All NeoPDP models also come with 600Hz Sub-field Drive featuring Intelligent Frame Creation Pro which displays the original 50 images per second using 12 sub-fields per frame adding up to 600 subfields per second – while Intelligent Frame Creation Pro detects motion and optimises its reproduction in every one of the 600 sub-fields. This is how NeoPDP TVs deliver precise motion scenes without bothersome blurring, smearing or after-effects that can be found with rival technologies. What is more, Panasonic NeoPDP TVs shine with sensationally fast processing of only 0.001 milliseconds. The combination of higher-speed light emission and shorter afterglow helps render motion pictures with minimal after-imaging while supporting the display of exceptionally sharp images. Gamers and movie enthusiasts couldn't ask for anything better.

In addition to delivering improved contrast in brighter environments and reducing light reflections, High Contrast Filter and High Contrast Filter Pro also improve color purity and the sharpness of outlines. The new panel based on NeoPDP technology has also enhanced a key advantage of PDP to the fullest extent,

¹ 3D signal processing varies depending on the model

² Model number applicable to Germany

attaining a remarkable 5,000,000:1 contrast ratio. With superb color rendition and subtle gradation of tones, the new panel faithfully reproduces details of high-definition sources from pure white to deep black.

All NeoPDP series models not only feature VIERA CAST, which lets viewers access selected internet content by simply pressing a button while sitting in their living room, and VIERA Image Viewer, which is best for viewing HD videos and digital still images, listening to music via SD Card, but also offer HDD recording via USB. Furthermore, DLNA-networking lets you play back digital data stored on other DLNA-enabled devices in your home network on your VIERA TV, while the built-in DVB triple tuner in many models eliminates the need for set-top boxes or external receivers (supported providers may vary by country).

LED-LCD models for even more entertainment options

Visitors to IFA will also have the chance to discover Panasonic's stylish VIERA LED-LCD line-up that features the 1080p Full HD V20 (42", 37" and 32"), D28 (37" and 32") and D25 (42", 37" and 32") series, as well as the HD ready D28 (22" and 19") series. All of these LED-backlit LCD TVs come in a slim design and boast high picture quality due to their wide viewing angle and what Panasonic calls 200 Backlight blinking Intelligent Frame Creation Pro³. Their thin profile of only 1.5 inches makes them just perfect for being hung on a wall. Most of the LED-LCD TVs come with the same networking features as the NeoPDP models.

"With the addition of these new LED-LCD HDTVs to our existing line-up, Panasonic now offers consumers more options in terms of both screen sizes and technology than ever before," explains Fabien Roth, Senior Marketing Manager at Panasonic.

###

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.42 trillion yen (EUR 56.6 billion) for the year ended March 31, 2010. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net>.

³ not applicable to 19 & 22" D28 models