

For Immediate Release

**PANASONIC & GOLDEN SCREEN CINEMAS PROUDLY
PRESENT “BEST OF TIMES” MOVIE SCREENING AND
FILMMAKING WORKSHOP**

Kuala Lumpur, 20 July 2010 – Panasonic – The leading brand for Broadcast/Professional Camera manufacturer and supplier through Panasonic Malaysia is proud to present the sensational Thai movie screening of “Best of Times” as well as the international filmmaking workshop conducted by its director - Mr. Yongyoot Thongkongtoon, with previous successful movies such as Ladies and 4BIA in his portfolio.

In collaboration with Golden Screen Cinemas (GSC), a long term strategic partner of Panasonic Malaysia, this event epitomizes the strong cohesion between tri-parties which excel in the areas from acquisition, equipments, creativity, artistry, distribution, venues to viewing experiences to various societies.

Key intention of this partnership is to stimulate the local film making industry with cross cultural references in order to help cultivate a more dynamic generation of local content makers – which shall be pivotal in bringing the filmmaking and digital entertainment industry in Malaysia to greater heights.

Having many years of experience in commercial, television and feature films, Mr. Yongyoot Thongkongtoon is highly enthusiastic to share his expertise in cinematography to Malaysia’s new generation of digital film industry, particularly through the reference of using Panasonic HD Professional Camera as the key tool.

Participants who attend this workshop will be able to grasp some basic know how in terms of making movies with standards that can be screened in cinemas and hands on try outs on the latest Panasonic Professional Cameras (P2HD & AVCCAM) during interaction with Mr Yongyoot Thongkongtoon.

This workshop cum screening will be suitable for aspiring filmmakers, professional filmmakers, film students and lecturers from all across Malaysia. Through this intensive workshop, Film Directors will be able to gather some key tips in achieving the best cine-look with the right camera and lenses provided by Panasonic, tips on handling and manipulation of the digital raw contents produced during post-production such as editing and color correction will also be shared.

For more information on Panasonic professional camera solutions, kindly log on to:
www.panasonic.com.my/broadcast

About Panasonic Malaysia Sdn Bhd

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Centre at 03-5543 7600.

For photos and press releases, please download from www.pmpressroom.com

Media Contact:

Azizah Wahid
General Manager, Corporate Communications & Branding
Tel: 03 7809 7876 Mobile: 019 217 2730
Email: azizah.wahid@my.panasonic.com

Product Contact:

Lim Conn Ing
Product Specialist, Professional DV Camera
Professional AV Solutions Team
Tel: 03 7809 7765 Mobile: 012 288 7929
Email: conning.lim@my.panasonic.com

###