

For Immediate Release

Panasonic Launches New ECO SENSE I2 and P2 Air Conditioners

Enjoy More Energy Savings and Uninterrupted Cooling!

Petaling Jaya, 9 December 2009 – Panasonic is launching ten new models of Panasonic Air Conditioner under the series of ECO SENSE I2 and ECO SENSE P2 that will enlighten consumers with new era of energy savings and uninterrupted cooling comfort. With the new feature of Eco Patrol, both the inverter series, ECO SENSE I2 and deluxe non-inverter series, ECO SENSE P2 uses less energy up to 60% and 20% respectively, compared with previous models.

With the introduction of these new models Panasonic is confident that its eco-friendly products will appeal more to the consumers and this will further strengthen and enhance its market leader position to be number one.

“Both the ECO SENSE I2 and ECO SENSE P2 models feature the revolutionary **Eco Patrol** that intuit the level of human presence and activity in a room and adjust the temperature accordingly. When the air conditioner is left switched on in a room that is used intermittently, the air conditioner self-adjusts the temperature up or down that will use less electricity consumption which allows up to **20% less energy usage^{*1}**. This saves the hassle of having to remember to turn the air conditioner on or off”, said Tony Endoh, Managing Director of Panasonic Malaysia.

(*¹ comparison between a non-inverter model with Eco Patrol and a non-inverter model without Eco Patrol)

“I would like to share with our end-users that the Eco Patrol is indeed a very intelligent sensor. As we know that all objects emit infrared rays which, although invisible, can be detected as heat by Eco Patrol’s sensor if it is within the detection zone. When an object moves within its detection zone, Eco Patrol compares the object’s temperature with the room temperature to determine if it is human, and level of activity based on its movement. We believe that this feature is particularly refreshing to those end-users who welcome energy savings without compromising on uninterrupted cooling comfort.”

“The ECO SENSE I2, with our **Intelligent Inverter Technology** enables optimum power control and extremely efficient operation. High performance with quick cooling and flexible temperature control provides a new level of air conditioned comfort and economical operation. In an inverter air conditioners, its power conversion circuit controls the compressors' rotating speed, hence, the air conditioners output. Once the room set temperature has been achieved, the Intelligent Inverter Technology will change the rotation frequency of compressor by changing the frequency of power supply,” explained Cheng Chee Chung, Associate Director of Home Appliances.

“You can be ensured that the air conditioner is operated with minimum power requirement and finer temperature control. With this flexible power control operation and together with the new Eco Patrol feature, you will use less electricity consumption which allows up to **60% less energy usage**^{*2} compared to the non-inverter units without Eco Patrol.”

(*2 comparison between an inverter model with Eco Patrol and a non-inverter model without Eco Patrol)

Cheng added that, “Having the mindset of undivided commitment for environmental friendly, Panasonic is also continuing with positive steps to utilize the **eco-friendly refrigerant** for its Inverter models, the **R410A refrigerant**, which cause minimum harm to the ozone layer. In addition, this R410A refrigerant provides higher efficiency to the compressor as the refrigerating effect is higher compared to the commonly used refrigerant, the R22 refrigerant.”

“Other than the exclusive feature of Eco Patrol, both the ECO SENSE I2 & ECO SENSE P2 is also equipped with the feature of **ADVANCED⁺PLUS e-ion Air Purifying System with Patrol Sensor** designed to monitor the air in the room wisely. Once it sensed the air in the room has reached an unhealthy level, it will release active e-ions to catch airborne dust particles and bring them back to the filter. This mechanism is perfect in cleaning the air in the room thoroughly.

“Firstly, the patrol sensor will detect the dirt level in the room. Then the e-ion generator will generate 3 trillion active e- ions*³ to the room. Next, the active e-ion catches and deactivates airborne substances to clean the room entirely by making the airborne substances negatively charged. Lastly, the positively charged mega sized air purifying e-ion filter which covers almost all area of the intake grille, will attract the negatively charged airborne substances, preventing them from escaping. This boomerang-like mechanism allows effective air purification,” explained Cheng.

Note: The colour brightness indication display on Patrol Sensor is designed to be non-disruptive to sleep, and can even be dimmed for further comfort.

(*³ conditions apply)

In order to cater for the project and commercial market segment, Panasonic Malaysia is also introducing a full range of Inverter Standard Models (5 models in total; 1.0 hp ~ 2.5 hp) and Standard Models (both Wired and Wireless Remote Controller; 10 models in total; 1.0 hp ~ 3.0 hp).

“With such options, rooms of various sizes, regardless big or small, can be cooled down effectively. Different market segment, either residential or commercial, can be addressed with our Panasonic cooling solution too,” added Cheng.

This year, the full range of ECO SENSE I2 (1.0 hp ~ 2.5 hp), Inverter Standard (1.0 hp ~ 2.5 hp) and two models of ECO SENSE P2 (1.0 hp & 1.5 hp) have been awarded as **5-star rating** products. The Panasonic Air Conditioners have also received multiple awards and recognition in the industry such as the “Platinum Award for Reader’s Digest Trusted Brand”, “GfK Award” and “Good Design Award” which is testimony to customers’ trust in the product and this indirectly contributes to the consistent market share increase.

Note : 5-star rating is the highest rating for the most energy efficient product.

In conjunction with the new product launch, Panasonic Malaysia will be spearheading a Consumer Campaign from 09 December 2009 to 13 February 2010 by giving away a **free Urban Backpack** with every purchase of Panasonic Air Conditioners*⁴. To promote the new series and further strengthen Panasonic’s brand positioning, various advertising initiatives have been planned across a variety of media, such as print, infomercial and below the line collaterals, scheduled from December 2009 to March 2010.

(*⁴ Conditions apply)

The pricing for the new ECO SENSE I2 Inverter series are:

<u>Models</u>	<u>hp</u>	<u>ASP (RM)</u>
CS-S10KKH	1.0	1,329
CS-S13KKH	1.5	1,689
CS-S15KKH	1.75	2,119
CS-S18KKH	2.0	2,539
CS-S24KKH	2.5	2,999

The pricing for the new ECO SENSE P2 non-Inverter series are:

<u>Models</u>	<u>hp</u>	<u>ASP (RM)</u>
CS-C9KKH	1.0	1,199
CS-C12KKH	1.5	1,549
CS-C18KKH	2.0	2,349
CS-C24KKH	2.5	2,699
CS-C28KKH	3.0	3,439

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 press members, download press release and photos at www.pmpressroom.com

Media Contact: Azizah Wahid
General Manager, Corporate Communications & Branding
Tel: 03 7809 7876 Fax: 03 7955 1857 Mobile: 019 217 2730
Email: azizah.wahid@my.panasonic.com

Product Contact: Tong Sai Cheong
Manager, Home Appliances Marketing Department
Tel: 03 7809 7611 Mobile: 019 280 8913
Email: saicheong.tong@my.panasonic.com