

**For Immediate Release**

### **Seeing The World Through The 'Eyes of Kids'**

*Panasonic Malaysia provides the platform for students to express their creativity and skills through hands-on educational video production.*

**Putrajaya, 10 May 2010** – One hundred and forty four students and sixty eight teachers from sixty eight schools nationwide attended a 5-day Kid Witness News (KWN) training camp organized by Panasonic from May 6 till May 10, 2009 for school children age ten to fifteen years old to learn how to produce a 5 minute educational video. These schools were selected from more than 300 storyboards submitted online.

“KWN is a challenging and rewarding hands-on video education program. This training camp is conducted with the objective to equip students with the knowledge and skills on how to produce a video that express their views and ideas”, said Azizah Wahid, General Manager of Corporate Communications & Branding, Panasonic Malaysia Sdn Bhd.

“For the training, each school is represented by a teacher and two students and all participating schools are provided with a unit of Panasonic HD broadcast camera including accessories and editing software for the video production purposes.”

“Students and teachers were taught on the video production process from pre-production, production to post-production. Pre-production covers topics such as storyboard, script writing and directing; production covers areas such as techniques of camera work, shooting, lighting to sound. Whilst post-production focus on editing techniques”, said Othman Hafsham, a renowned film director who is the chief trainer.

During the training, students were divided into groups and were given assignments to shoot indoors and outdoors for them to produce a 2-minute video. Here they were given a chance to apply the techniques that were taught by the professional trainers. These assignments were screened and reviewed by trainers to further improve students' understanding on video production techniques to prepare them for the KWN National and Regional contests.

“Each year, we inject new approaches based on the feedbacks given to us by the participants. This year we included an in-depth session on ideas development, storyboard preparation and editing techniques. We also include an eco activity for students and teachers where we brought them to Forest Research Institute Malaysia to learn how to make compost and at the same time giving the students the opportunity to do a video shooting on environment”, added Azizah.

This training was conducted by professionals from the film and media industry, universities and Panasonic Malaysia.

After the training, KWN participants are required to produce and submit their video production by end-August. Thirty schools will be selected to attend the awards ceremony in November. The KWN National winner will represent Malaysia for the KWN Regional contest in December and the winning video will enter the Global contest.

KWN is one of Panasonic's corporate social responsibility signature programs on education. "Through this program, we hope to educate and help children develop their creativity, leadership and organizational skills through hands-on experience in producing a video while working as a team with other students during the assignments", said Azizah.

"We hope that students will gain from the training provided, and will further enhance the quality of their video production".

This is the sixth consecutive year Panasonic organized this KWN, a global video in-education program in collaboration with the Ministry of Education.

**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](http://www.panasonic.com.my) or call our Customer Care Centre at 03-5543 7600.

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