

For Immediate Release

Panasonic Brings Digital Home Entertainment in Prime Mover

Beckoning visitors to experience and witness HDTV

Kuching, 27 May 2010 – Panasonic Malaysia Sdn Bhd is showcasing its VIERA TVs in a 18 tonne Prime Mover in conjunction with the Panasonic's Digital Home Entertainment Road Show from Thursday, 27 May till Sunday 30 May at Panasonic business partner's outlet Messrs CL Khoon Trading for the public from 10am till 10pm.

The Prime Mover is equipped with thirteen units of the latest Panasonic VIERA Plasma, LCD and LED-LCD TVs from 32 inch to 65 inch sizes. "This is the first time the Prime Mover comes to Sarawak to showcase Panasonic's audio visual products highlighting on Home Entertainment Solution. We hope to engage the public to discover and experience the latest technology of television into the home," said Liew Choon Wah, General Manager of Digital Audio Visual Panasonic Malaysia Sdn Bhd.

"Panasonic will continue to improve its technology, in providing entertainment enhancements such VIERA CAST and the SD Link. With VIERA CAST, viewers can access certain Internet content such as YouTube and Picasa by simply clicking a button while sitting in their living room. Connecting an optional camera allows Skype users to view the other party's image on the large VIERA TV screen as they converse."

"VIERA TV models are equipped with an SD card slot. Insert an SD card containing still photos or moving images, and the VIERA Image Viewer function lets you view the images on the large screen. The new VIERA models can also play MP3 format music files. The background music and display effect functions have also been enhanced, so viewers can create more entertaining slideshows not only for themselves, but also to view with family, friends or other large groups," said Liew.

“Panasonic is totally committed to the success and growth of VIERA TVs. We hope to bring new ideas and trends to Malaysian consumers by allowing visitors to know more and experience VIERA and indirectly to help boost our business partners sales”, added Liew.

Along with Panasonic VIERA TVs, the Prime Mover will showcase Panasonic’s Lumix range of cameras and camcorders. A total of twelve digital camera models and 1 system camera Lumix GF1, will be displayed along with seven units of camcorder models.

The Prime Mover will travel around Sarawak for two months before heading to Kota Kinabalu. Visitors will be treated to interactive games and enjoy great discounts during the Prime Mover road shows at all participating outlets. There are twelve outlets participating in the Panasonic’s Digital Home Entertainment Road Show in Sarawak.

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.

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