

For Immediate Release

Panasonic Brings Home Cinema Tour in 3D Coach

Beckoning visitors to experience and witness 3D HDTV

Petaling Jaya, 14 May 2010 – Panasonic Malaysia Sdn Bhd is showcasing three mobile caravans, from 3D coach with the theme *'Home Cinema Tour 2010'* to Beauty Caravan and Eco & Healthy Lifestyle Caravan in conjunction with Tong Kong Carnival from Thursday, 13 May till Sunday 16 May at Panasonic business partner's outlet Messrs Tong Kong E & E for the public from 10 am till 10pm.

"During the carnival, we hope to engage the public to discover and experience our new technology of 3D TV. With our introduction of Full HD 3D in screen sizes ranging from 50 inches to 65 inches, Panasonic is bringing the latest technology of television into the home," said Jeff Lee, Managing Director of Panasonic Malaysia Sdn Bhd.

The 3D coach is equipped with six units of the latest Panasonic VIERA Plasma, LCD and LED-LCD TVs from 32 to 42 inch sizes and one unit of 50 inch 3D HD TV.

"Panasonic will continue to improve its technology, in providing entertainment enhancements such as IPTV functionality, VIERA CAST and the SD Link that allows consumers to experience a new level of TV viewing especially on large screens and TV usage for internet and communication. 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 Jeff Lee.

Along with the 3D Coach, the Beauty Caravan will showcase Panasonic's beauty products, mini facial and makeover for beauty care. Products on display in the truck include Ionity Hairdryer, Facial Steamer, Epilators, Eyelash Curler, Pore Cleanser and Facial Trimmer.

While the Eco & Healthy Lifestyle Caravan will exhibit products such as Light Capsule, Air Conditioner, Washing Machine and Refrigerator.

The coach and caravans will travel around Klang Valley for 3 weeks before heading to Penang. The recent 3-day road show at Sunway Pyramid Shopping Mall in March has attracted a total of 11,451 visitors. Visitors will be required to put on the 3D glasses provided to experience the world of 3D.

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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