

**For Immediate Release**

**Panasonic sets the benchmark for Depth and Realism  
with the new VIERA 3D FULL HD Plasma TV**

*2010's latest 3D addition will offer viewers a series of enhanced features –  
3D FULL HD, Blacker Black Panel, and VIERA CAST with Skype.*

**Kuala Lumpur, 2 September 2010** – Panasonic strides into the 3D arena with the introduction of its VIERA series 3D FULL HD Plasma TVs, setting the new benchmark in cinematic 3D quality on a flat screen TV. Two models unveiled were the TH-P50VT20K (50 inch) and TH-P65VT20K (65 inch), both guaranteed to bring superior 3D Depth and Realism into the living room.

These 3D FULL HD enabled models are setting new standards in picture quality through latest technology, fruit of Panasonic's commitment to 3D development. Among these innovations are the Frame Sequential Technology, Crosstalk Reduction Technology, and the High-speed 3D Drive Technology.

Frame Sequential Technology allows images for the left and right eye to be alternately reproduced at 60 frames per second (fps), making a total of 120fps for both eyes. Viewers watch the images through Panasonic's high precision eyewear, which open and close the left and right shutters in synchronization with the alternating images. This enables 3D images to be displayed in full blown HD resolution.

Blacker Black Panel on the VIERA 3D FULL HD TVs enhances the display of blacks, enabling robust and uniformed black hues to stay consistent across the screen from corner to corner. The new panel and improvements to the cell discharge area significantly increases contrast and enhances black gradation when viewing, simultaneously reducing greying effects. Despite the dramatic increase in picture quality, energy consumption has been reduced by 40% compared to earlier models.

To tackle the common problem of afterimages in 3D TVs, the VIERA 3D FULL HD utilizes newly developed fast-decay phosphors which reduce pixel afterglow time by more than 30 per cent. This creates crisp 3D images with no visible afterimage, in what Panasonic calls Crosstalk Reduction Technology.

Since its launch in Europe and in the US, VIERA 3D FULL HD Plasma TVs have earned various awards from reviewers and opinion leaders. These awards include Best Television in CNET's Best of CES 2010 and Best Product 2010-2011 in the 3D-Plasma TV category of the European Imaging and Sound Association, among many others.

According to Jeff Lee, Managing Director of Panasonic Malaysia, "This is Panasonic Malaysia's first stride into 3D, delivering a solution that will undoubtedly set the benchmark for 3D in home entertainment. Of course, Panasonic's 3D development began several years ago and now we are proud to present the very best of 3D home entertainment – Panasonic's Total 3D Solutions, highlighted by these two 3D TV models launched today."

"Panasonic's 3D development revolves around three fundamental principles – providing end-to-end solutions to all entertainment facets, an unwavering commitment to unmatched picture quality, and software development to support 3D filmmaking as well as 3D broadcast television – something we would like to see in the near future," he added.

Panasonic has been at the forefront of 3D, with much contribution coming from a video research lab located in Hollywood called the Panasonic Hollywood Laboratory (PHL). PHL builds on more than 15 years of experience in working to meet the lofty demands of Hollywood film professionals, by conducting on-site research into technologies on image compression formats, Blu-ray standardization, disc authoring and production work.

“Through the Panasonic Hollywood Laboratory, Panasonic has supported various filmmakers with groundbreaking 3D technology for shooting and post-production purposes; most recognizable being James Cameron’s box office hit – Avatar. We are confident that a portion of this technology is now ready to be ushered into your living room, in the form of the VIERA 3D FULL HD Plasma TV,” said Lee.

According to Liew Choon Wah, General Manager of Digital Audio Visual Division, Panasonic Malaysia, “Our introduction of VIERA 3D FULL HD Plasma TVs is synonymous to making the best technology of cinematic 3D available to the home theatre. 3D has been proven a hit in the box office and we are confident that it will successfully translate into the consumer electronics arena.”

“VIERA 3D FULL HD Plasma TVs pack the most sophisticated and advanced features in the industry, such as a 5,000,000:1 native contrast ratio, Blacker Black Panel, High Speed 3D Drive Technology, and Crosstalk Reduction Technology. This combination of features guarantees uncompromised and unsurpassed picture quality in both 2D and 3D TV classes,” said Liew.

“To put it simply, we did not want to leap blindly onto the 3D bandwagon; we wanted to set a benchmark with our 3D solutions.” He added.

The 50 inch TH-P50VT20K is priced at RM14,999 and the 65 inch TH-P65VT20K is priced at RM23,999. One pair of Panasonic 3D Eyewear is bundled with every purchase of these models. For a limited time only, Panasonic is offering a promotional package for every purchase of the new VIERA 3D FULL HD Plasma TVs at all Panashops and authorized dealers. This package includes an additional pair of Panasonic 3D Eyewear worth RM699, a Panasonic 3D Blu-ray Player worth RM 2,499, High Speed HDMI Cable worth RM199, two 3D FULL HD movies on Blu-ray and 3D Blu-ray software complimentary from Panasonic. Consumers also have the option of topping up RM199 for a Panasonic Skype Camera (worth RM699), or RM 1,999 for a Panasonic 3D Camcorder (worth RM5,499).

Panasonic's VIERA 3D FULL HD Plasma TVs is now available in all authorized dealers and Panashops around the country.

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