

For Immediate Release

**Panasonic Exceeds Expectations with New 2009 Line-Up of
VIERA Flat-Panel TVs**

*Expanded Features and Screen Sizes, Brighter Panels, Deeper Blacks,
and Superior Moving-Picture Resolution –
2009 VIERA Plasma and LCD Flat-Panel TV Product Line-up*

Petaling Jaya, 26 March 2009 - Panasonic announces the launch of its VIERA series of plasma and LCD TVs for 2009. The new line-up includes models in three series – G, S and X – each offering high-image-quality functions that will excite film fans plus networking functions that will delight entertainment seekers. With screen sizes ranging from 32 to 50 inches, the new line-up will also meet the needs of a wide range of consumers.

The 2009 VIERA Series let you share more with your loved ones like personal pictures, home videos and even favourite movies and games. Get ready for a whole new standard in TV viewing enjoyment. Get VIERA today! NO VIERA NO LIFE.

Core Technology

This year's VIERA models have evolved, offering better picture quality, higher efficiency and thinner dimensions than their predecessors. At VIERA's core is Panasonic's NeoPDP technology. Designed to achieve next-generation levels of efficiency and picture quality, NeoPDP technology represents advances in three key areas: a new cell structure, new materials and processes, and a new drive.

VIERA LCD models feature an IPS Alpha panel with a large aperture ratio. This advanced panel provides clear moving pictures, high contrast, and a wide colour viewing angle.

For High Picture Quality

In its new VIERA plasma models, Panasonic has improved motion image performance, contrast and colour reproduction to achieve a level of picture quality that is simply unprecedented.

To improve motion images, VIERA plasma models adopt Panasonic's 600Hz Sub-field Drive^{*1}, which helps achieve resolution of 1080 lines^{*2}. Even fast-moving objects are clear and sharp. Users enjoy a truly stunning viewing experience, especially with ultra-dynamic action and sports scenes such as motor car racing events and car chases.

The new models also deliver a remarkable dynamic contrast of over 2,000,000:1 (native 40,000:1) thanks to the increased brightness achieved by NeoPDP technology and refinements to Panasonic's Real Black Drive System (a pre-discharge system). With these enhancements, the new models provide the kind of "infinite black" colour that pulls viewers right into the picture.

Digital Cinema Colour provides expanded colour reproduction with both Blu-ray Disc™ movies and standard digital broadcasts, achieving a wide colour gamut that approaches digital cinema. This wide colour gamut, which is 120% that of the HDTV standard, means richer, more expressive images. Golds, reds and yellows – colours that are especially important in film – are deep and vibrant, so viewers at home enjoy the same rich visual experience they enjoy at a cinema.

New VIERA full-HD LCD models provide 800 lines of moving-picture resolution thanks to Panasonic's 100Hz Motion Picture Pro technology. Boasting an exceptional motion image sensing capability, this function precisely detects and analyses vertical, horizontal and diagonal movements, then creates accurate new intermediate frames. The result is clear, razor-sharp motion-image playback with minimal blurring. Coupled with the outstanding 20,000:1 contrast, this lets VIERA reproduce the twinkling of even a faint star clearly and beautifully.

*1 When using cinema mode. Except S series.

*2 Based on APDC measurement method. Except X series.

For Smart Networking

This year's VIERA models feature enhanced VIERA Image Viewer function, and VIERA Link networking functions. With its extended operating ease and versatility, VIERA is not just a TV that you watch – it is an entertainment tool that you use.

The VIERA Image Viewer (SD Link) has been added to all 2009 models and it uses just three simple steps: SHOOT, SLOT, and SEE. You can enjoy still pictures and videos on VIERA TV at your fingertips. By simply inserting an SD Memory card into the slot on VIERA, users can view motion^{*3} and still images recorded with a LUMIX digital camera or compatible camcorder. For more viewer impact and entertainment fun, users can add background music^{*4} and image effects to their still-image slideshows.

VIERA Link, which lets you use the VIERA remote control to operate devices connected to a VIERA TV via an HDMI cable, has been further enhanced. LUMIX digital cameras and the world's first^{*5} portable Blu-ray Disc™ player have now joined the list of devices with VIERA Link compatibility. This means that if you connect a LUMIX digital camera to your VIERA TV, you can use the VIERA remote to control playback of the still or motion images^{*6} stored on the camera. VIERA Link is environment-friendly too. It helps save energy by automatically powering-down connected devices, switching them to Intelligent Auto Stand-by or Stand-by Power Save mode. The new VIERA models reflect Panasonic's focus on improving operating ease and entertainment while giving full consideration to the environment.

*3 Except S, X10, Series of LCD TVs.

*4 Except X10, Series of LCD TVs.

*5 As of January 2009

*6 Only AVCHD Lite compatible models. (DMC-TZ7 and DMC-FT1)

For Environmental Performance

With its lead-free and 100,000-hour long-life plasma display panels, Panasonic continues to create products that stand out for environmental performance. The products themselves are environment-friendly, and they incorporate environment-friendly functions. Eco mode, for example, reduces power consumption by automatically adjusting screen luminance according to room brightness and other viewing conditions.

Series Overview

G Series

Incorporating a host of high-picture-quality functions, the G Series is core full-HD models that offer 1080-line moving-picture resolution and contrast of over 2,000,000:1 (native 40,000:1). In terms of networking, G Series models offer VIERA Link and the VIERA Image Viewer, giving viewers easy new ways to enjoy beautiful pictures.

With the advanced IPS Alpha panel at their cores, G Series LCD models deliver breathtaking images with 800-line resolution, 20,000:1 contrast and a wide colour viewing angle. These models also feature enhanced networking functions.

S Series

The S Series plasma models offer entry-level models that make it easy to enjoy stunning images in full high-definition. These models feature a 550Hz Sub-field Drive, 2,000,000:1 dynamic contrast, VIERA Image Viewer, and VIERA Link. These full-HD models offer everything a viewer needs to enjoy superb, high-image-quality TV entertainment.

Incorporating Panasonic's IPS Alpha panel^{*8}, S Series LCD models deliver beautiful images with a wide colour viewing angle and high 20,000:1 contrast.

*8 Only 32inch model

X10/X15 (LCD only) Series

X10 Series plasma models boast the highest picture quality in the high-definition class. They excel in environmental performance too, thanks to the use of lead-free, long-life panels.

X15 Series LCD models use Panasonic's 100Hz Motion Picture Pro technology to achieve razor-sharp motion-picture playback.

Along with their exceptionally high picture quality, this year's fully enhanced VIERA models have evolved in terms of networking, adding functions that give viewers exciting new ways to enjoy TV. With its wide line-up for 2009, Panasonic offers a VIERA model for every viewing need, with image quality, features and performance that will exceed the expectations of even the most demanding user.

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 03-5542 2288.

For photos and press releases, please download from www.pmpressroom.com

Media Contact:

Azizah Wahid

Assistant General Manager, Corporate Communications & Branding

Tel: 03 7809 7876 Mobile: 019 217 2730

Email: azizah.wahid@my.panasonic.com

Product Contact:

Ho Lip Kee

Manager AV Marketing

Tel: 03 7809 7888

Email: lipkee.ho@my.panasonic.com

Backgrounder

Panasonic VIERA Flat Panel TV Series Line-up for 2009

Plasma TV

Full-HD

G Series: TH-P42G10

S Series: TH-P50S10, TH-P42S10

HD

X Series: TH-P50X10, TH-P42X10

LCD TV

Full-HD

G Series: TH-L37G10

S Series: TH-L37S10, TH-L32S10

HD

X 15 Series: TH-L37X15

X 10 Series: TH-L37X10, TH-L32X10