

For Immediate Release

Panasonic Develops Super High-Efficient Thin-Profile Plasma And LCD HDTV Displays

Revolutionary Plasma Technologies Boast Dramatic Energy Efficiency, 8.8mm Super-Thin Profile

Petaling Jaya, 26 March 2009 - Panasonic, the industry and technology leader in HDTVs, has developed new thin-profile display panel technologies for both Plasma (PDPs) and LCD HDTVs, achieving further advancements in picture quality and environmental performance. These prototypes were recently featured at the 2009 International Consumer Electronics Show (CES) early this year.

The newly developed NeoPDP technology has been incorporated into two types of PDPs. The first is a super high-efficiency 42-inch PDP that achieves triple luminance efficiency, while reducing the power consumption to 1/3 of the 2007 models^{*1} yet achieving the same brightness. The second is an ultra-thin 50-inch PDP just 8.8 mm (approximately 1/3 inch) in profile^{*2}. This ultra-thin panel delivers the world's highest moving picture resolution^{*3} of 1080 lines.

Panasonic's newly-developed NeoLCD technology is integrated into a super energy-efficient 90kWh per year 37-inch LCD panel, that achieves moving picture resolution^{*3} of 1000 lines, close to that of a PDP. It has the lowest energy consumption of any LCD HDTV in the world^{*4}, cutting the energy requirement almost in half compared to the previous model.

With the growth of digital broadcasting services worldwide, the flat-panel TV market has been rapidly increasing and is expected to exceed half of the global TV demand in the fiscal year 2008 ending March 2009. The TV market is expected to continue its growth with the increase of digital broadcasting, the increased popularity of flat panel TVs, continuing need for replacement TVs and increased demand for business, educational and medical applications.

As people's awareness of the need to improve the environment increases, it is vitally important that TVs be designed with their impact on the environment in mind.

Panasonic's newly developed technologies have achieved the world's highest level picture quality as well as exceptional environmental performance through energy conservation and thin panel design in both PDPs and LCDs. Panasonic names these technological developments "NeoPDP^{eco}" and "NeoLCD^{eco}". By taking advantage of the vertically integrated business model for PDPs and LCDs, Panasonic continues to accelerate its technology development, according to characteristics of each device, in order to facilitate the continuing evolution of flat-panel VIERA TVs and to respond to the ever-diversifying needs of its global customers.

About NeoPDP

As Plasma is a self-illuminating device – capable of adjusting luminance levels according to scene brightness – it is inherently advantageous in both picture quality and environmental performance. PDP TVs deliver dynamic contrast, high moving picture resolutions, true-to-life color reproduction, a wide viewing angle and energy efficiency. In 2006, Panasonic led the world in eliminating lead from PDP panels. With a thorough review of fundamental technologies, Panasonic developed and unveiled revolutionary NeoPDP panels at 2008 International CES, including panels with double energy-efficiency^{*5}, a 24.7 mm (less than one inch) super-thin full-flat PDP, and an ultra-large 150-inch PDP.

Panasonic continues to refine its base technologies. Employing newly developed materials, such as discharge gas and phosphor for electron generation source has improved discharge efficiency and cell structure. The introduction of a new circuit drive method has cut the electricity loss to one third and enabled low-voltage drive.

The triple luminance efficiency technology has reduced the number of components and enabled a higher integration of components. As a result, the technology has been incorporated into a 42-inch Full HD PDP.

Further advancements made to the panel structure and circuit layout have lead to an even thinner profile. While a full HD PDP has a moving picture resolution of more than 900 lines, the newly developed drive technology and materials to shorten the afterglow have attained the world's highest moving resolution of 1080 lines, realizing precise reproduction of full HD programs of any speed without loss of detail. Panasonic's new 50-inch HD PDP is just 8.8mm (approximately 1/3 inch) deep, with superb picture quality and thin panel design.

The super-thin panel also allows users more setup flexibility including wall mounting and suspension from the ceiling. And with the WirelessHD-based transmission system, setup flexibility can be enjoyed even further. With a wide viewing angle, high contrast ratios, and newly achieved moving resolution of 1080 lines, PDP picture viewing is further enhanced for all types of settings.

About NeoLCD

IPS alpha LCD panels provide a high light transmission rate and low power consumption due to its panel structure. In addition, these panels feature high moving picture resolution and a wide viewing angle for displaying images that are truly natural when viewed from any angle.

Adoption of the new IPS alpha panel with improved light transmission rate^{*6} and LED backlight driven by a unique technology allows for local lighting control according to the brightness of the picture scenes.

With precise control, the panel dramatically improves contrast with its tight black expression. Moreover, this panel achieves exceptional energy saving performance by cutting power consumption in half compared with the 2008 model^{*7} and consumes only 90 kWh per year, which is the world's lowest power consumption level.

The unique high-speed drive technology for LED backlight, developed by Panasonic, allows for precise control with 1000 lines of moving picture resolution, far exceeding the current models. As a result, the panel is capable of reproducing fast-moving pictures with unparalleled clarity and high contrast ratios that are close to that of PDP panels.

About Panasonic TVs

Panasonic started its R&D of TV in 1935, and began producing 17-inch black-and-white TVs in November 1952, the industry's largest size at that time. Panasonic achieved production of 300 millionth TV set in October 2008, which marks the 56th year since the company began producing them in 1952, which made Panasonic the world's first TV manufacturer to reach this level of production.

*1: Compared with Panasonic's TH-42PZ750SK

*2: Referring to thinnest part of TV profile

*3: Moving picture resolution indicates the motion display performance by number of line which human eyes can recognize. (Measured by Advanced PDP Development Center Corporation Method)

*4: As of January 8, 2009, compared within the 37-inch full high-definition class LCD TVs

*5: Compared with Panasonic's TH-42PZ750SK

*6: 1.1 times better rate compared with the conventional IPS Alpha LCD panel, 1.8 times compared with LCDs of other methods

*7: Compared with Panasonic's TH-37LZ85

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.

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

:

###