

For Immediate Release

**Panasonic Introduces Full HD 3D Consumer Plasma TVs and Improves  
Its Award Winning Line of VIERA**

***2010 Line Focuses on Enhancing the User's TV Experience With Expanded VIERA  
CAST™ Internet Accessibility, Improved Picture Quality, Luminous and Energy  
Efficiency and a Continuing Commitment to the Environment***

**Petaling Jaya, 25 March 2009** - Panasonic introduces its 2010 line of VIERA Plasma and LCD TVs, including the premiere of Full HD 3D television for the home environment. Building upon the award winning 2009 line of Plasma TVs, Panasonic showcased expanded internet functionality via the proprietary VIERA CAST IPTV functionality and NeoPDP technologies resulting in improved picture quality.

Adhering to Panasonic's commitment to the environment, all 2010 models have improved power consumption. The 2010 VIERA line of Plasma and LCD TVs now achieve four times luminous efficiency. The 2010 VIERA line also features VIERA Link™ for increased networking and SD Link to allow for watching digital still and AVCHD video.

Year after year, Panasonic has been dedicated to bringing new picture improving technologies to Plasma and LCD TVs and the 2010 line-up continues that trend. The educated consumer now demands blacker blacks, faster response time and the billions of colors that Panasonic Plasmas deliver. Panasonic has been recognized for having the deepest blacks in the industry and the 2010 class takes that a step further by creating new NeoPDP technologies providing a new infinite black filter with a higher efficiency panel that generates the best balance of black and white under brighter environments. The new panel named "infinite black" further reduces reflections and creates sharper pictures with higher contrast in brighter environments.

In addition, a new panel structure and pre-discharge control technology contribute to realize an increased native infinite contrast level. Panasonic also continues its relationship with THX<sup>®</sup> with several models certified by the prestigious company that was founded by George Lucas.

Panasonic's company wide commitment to sustainability and producing products that are ecologically sound is evidenced in the 100,000 hour life span of the Plasma TVs and the lack of lead or mercury in the panels. Improved power efficiency has been addressed with, among other technology advances, new and improved phosphor mixtures and more efficient electronics.

"When all is said and done, the consumer is most interested in great picture quality," said Jeff Lee, Managing Director, Panasonic Malaysia. "There is no doubt that Panasonic Plasma & LCD TVs deliver tremendous picture quality. Our pledge to excellence and value have been affirmed by the critical acclaim our TVs have received from both the consumer and trade media, not to mention that Panasonic has been the market leader for the majority of the last three years. Panasonic continues to improve its technology, while providing such entertainment enhancements as an IPTV functionality, VIERA CAST and the SD Link that allows the consumer to view pictures on a large screen. Panasonic is totally committed to the success and growth of Plasma.

"And with our introduction of Full HD 3D in screen sizes in 50 and 65 inches, Panasonic is bringing the latest technology of television into the home. We have gone from black and white to color to digital to high definition. Now with 3D, Panasonic is making television more realistic. 3D has proven quite successful in its theatrical form and we are confident that will successfully translate into the consumer electronics areas," added Jeff.

Panasonic's proprietary IPTV functionality, VIERA CAST enhances the user experience by adding USB connectivity, allowing for the addition of a wireless LAN adaptor, keyboard and USB memory.

In addition to the continuation of such favorite entertainment sites as Google's YouTube™, Picasa™ Web Album, Bloomberg and weather service; the 2010 VIERA CAST provides access to such targeted sites as Skype™, and Twitter.

With ease of use as a major focus, VIERA CAST's interface implements quick keyword input (like a cell phone) to help retrieve favorite content faster and easier.

Panasonic Plasma & LCD TVs employ VIERA Link - a technology that utilizes HDMI-CEC (Consumer Electronics Control) and allows a consumer to operate all VIERA Link compatible A/V components using only the TV's remote control and helpful on-screen menus.

In addition to operating a VIERA Plasma & LCD TV, video source (Blu-ray and DVD player) and home theater receiver; VIERA Link permits operation of a network camera, ideal for monitoring of a home/nursery. A VIERA Link capable Network Camera can be connected to select VIERA TVs and controlled via VIERA Link remote. Users can then watch their child, pet and/or property by installing the camera and networking to the VIERA Plasma & LCD TVs via Ethernet cable.

As in 2009, all Panasonic VIERA Plasma & LCD TVs feature SD Link, a function for easy viewing of digital still photos and in some models, the ability to play back AVCHD video recorded on SD card.

For 2010, VIERA Plasma & LCD TVs are rated, as in 2009, to have a lifespan of 100,000 hours. This is more than 30 years of viewing when watched for 8 hours a day, before the TV reaches half brightness. To further improve picture quality, VIERA Plasma & LCD TVs feature some breakthrough consumer innovations like 600Hz Sub-field Drive and Infinite Black with improved contrast ratios. The prestigious THX certification is further proof of Panasonic's dedication to producing the highest quality viewing experience possible.

THX Ltd. works closely with Panasonic from initial product design phase to the final product rollout in the market. THX certification ensures that each display can present all HD and standard definition content to the maximum resolution with accurate color and luminance levels.

### **Panasonic 2010 VIERA Plasma Full HD & HD TVs**

#### **VT Series (3D) (available in August 2010)**

Panasonic's initial Full HD 3D televisions will be shipped in August 2010 with two models **TH-P65VT20K**, **TH-P50VT20K** in the VT series. Panasonic's Full HD 3D televisions provide full 1080p resolution to both the right and left eye, thereby giving the viewer the ultimate 3D entertainment experience.

The VT series includes two screen sizes ranging from 50-inches to 65-inches. One pair of 3D Eyewear is included. In addition to providing 3D viewing, the VT series of VIERA Plasma Full HDTV features the enhanced VIERA CAST service with Wireless LAN Adaptor ready on its USB port, video call capability, SD Link to view JPEG digital still images and AVCHD video recorded on an SD Memory Card; VIERA Link, a PC input, two USB Ports, THX certification, 24p cinematic playback, 600Hz Sub-field Drive (produces 1080 TV lines of moving picture resolution), Infinite Black Pro display with 5,000,000:1 native contrast. In addition these TVs feature new phosphor science that allows the TV to switch quicker, providing a smooth 3D image. As with all the Panasonic Plasma TVs, the Full HD 3D models have a panel life of up to 100,000 hours and are mercury and lead free.

#### **V Series (available in August 2010)**

The VIERA V series includes the **TH-P50V20K**, a 50-inch class Full HDTV and the **TH-P42V20K**, a 42-inch class Full HDTV. Like the VT series, the V series features the enhanced VIERA CAST service with Wireless LAN Adaptor ready on its USB port, video call capability<sup>2</sup>, SD Link to view JPEG digital still images and HD video recorded on an SD Memory Card; VIERA Link, a PC input, two USB Ports, 24p cinematic playback, 600Hz Sub-field Drive (produces 1080 TV lines of moving picture resolution), Infinite Black Pro display with 5,000,000:1 native contrast.

### **U Series**

Panasonic's VIERA U20 series will be available in 1 screen size – the TH-P50U20K, a 50-inch class Plasma Full HDTV.

The U line of VIERA Plasma and LCD Full HDTVs feature 600 Hz Sub-field Drive, SD Link to watch digital still JPEG images, three HDMI connections, VIERA Link and 1080p Full HD resolution. The panels are lead and mercury free and are rated up to 100,000 hours, at which time they will achieve half brightness.

### **A Series**

While Panasonic's focus in 2010 continues to be on Full High Definition TVs, the A series presents a line of 720 - Plasma and LCD High Definition TVs which help Panasonic deliver on its promise to satisfy consumer demands for differing HDTV resolution options. The TH-P42A28K, a 42inch class HDTV offer spectacular picture performance with a 600Hz Sub-field Drive that delivers razor-sharp resolution, SD Link for viewing and sharing digital photos with friends and family and VIERA Link. Like the other members of the 2010 Panasonic VIERA HDTV line the A series contains no lead or mercury in the panel and the TVs have a lifespan of 100,000 hours.

### **X Series**

Panasonic's VIERA Plasma X series will be available in 2 screen sizes – the TH-P50X20K and TH-P42X28K. The X line of VIERA Plasma High Definition TV feature 600 Hz Sub-field Drive, SD Link to watch digital still JPEG images, three HDMI connections, VIERA Link and 1080p Full HD resolution. The HDTV models have a panel life of up to 100,000 hours and are mercury and lead free.

## **Panasonic 2010 VIERA LED-LCD & LCD HDTVs**

Panasonic Malaysia expanded its commitment to LCD HDTVs by announcing an increase in screen sizes to include additional 42-inch class models and showcase a new model employing LED-backlight technology. The majority of the 2010 VIERA LCD TV line-up features IPS Panel, delivering a 178° wide viewing angle and higher moving picture resolution for clear, bright images.

### **LED LCD TV**

#### **D Series**

Panasonic's LED LCD D series features one 1080p Full HD models – TH-L42D25K, a 42-inch class HDTV. The D series introduces LED-backlight technology to the 2010 model line-up. LED LCD TVs uses white LEDs arranged around the inside frame of the TV along with a special diffusion panel designed to spread the light evenly behind the LCD panel.

This method of backlighting the LCD panel allows for the LED LCD TVs to become extremely thin and offers a wider color gamut than traditional back-lit LCDs, which use fluorescent bulbs to provide the light source. Combined with the IPS-panel, the viewing angle is enhanced, contrast is also improved and there is lower power consumption.

The D series also features the VIERA SD Link to view digital still JPEG photos with music slideshow capability; VIERA Link™, - a technology that utilizes HDMI-CEC (Consumer Electronics Control) and allows a consumer to operate all VIERA Link compatible A/V components using only the TV's remote control; a PC input; 24p Smooth film; 100Hz Motion Picture Pro 4; three HDMI connections and a PC input.

### **LCD Series**

#### **U Series**

The U series presents three screen sizes – the TH-L42U29K, TH-L37U20K and the TH-L32U20K HDTV. The U series of Full HD LCD TVs features 1080p Full HD Resolution; SD Link to view digital still JPEG images; VIERA link; three HDMI connections and a PC Input.

**X Series**

Panasonic's increased LCD TV line-up for 2010 continues its expansion with three additional model lines, all with 720p lines of resolution. The High Definition LCD X series includes the TH-L37X20K and TH-L32X20K HDTV. The X models include the SD Link to view digital still JPEG images; VIERA Link; three HDMI connections and a PC Input.

**C Series**

The C series consists of one screen size – the 32-inch class TH-32C20K. It is a 720p High Definition LCD TV and features SD Link to view digital still JPEG images; VIERA Link; one HDMI inputs and a PC input.

**Panasonic VIERA TV Line-up for 2010****Plasma TV**

<b><u>Series</u></b>	<b><u>Type</u></b>	<b><u>Model</u></b>	<b><u>Availability</u></b>
<b>VT Series</b>	<b>Full HD 3D</b>	<b>TH-P65VT20K</b>	<b>August 2010</b>
		<b>TH-P50VT20K</b>	<b>August 2010</b>
<b>V Series</b>	<b>Full HD</b>	<b>TH-P50V20K</b>	<b>April 2010</b>
		<b>TH-P42V20K</b>	<b>April 2010</b>
<b>U Series</b>	<b>Full HD</b>	<b>TH-P50U20K</b>	<b>April 2010</b>
<b>A Series</b>	<b>High Definition</b>	<b>TH-P42A28K</b>	<b>April 2010</b>
<b>X Series:</b>	<b>High Definition</b>	<b>TH-P50X20K</b>	<b>April 2010</b>
		<b>TH-P46X20K</b>	<b>April 2010</b>
		<b>TH-P42X20K</b>	<b>April 2010</b>

**LED LCD TV**

<b><u>Series</u></b>	<b><u>Type</u></b>	<b><u>Model</u></b>	<b><u>Availability</u></b>
<b>D Series</b>	<b>Full HD</b>	<b>TH-L42D25K</b>	<b>April 2010</b>

**LCD TV**

<b><u>Series</u></b>	<b><u>Type</u></b>	<b><u>Model</u></b>	<b><u>Availability</u></b>
<b>U Series</b>	<b>Full HD</b>	<b>TH-L42U29K</b>	<b>April 2010</b>
		<b>TH-L37U20K</b>	<b>April 2010</b>
		<b>TH-L32U20K</b>	<b>April 2010</b>
<b>X Series</b>	<b>High Definition</b>	<b>TH-L37X20K</b>	<b>April 2010</b>
		<b>TH-L32X20K</b>	<b>April 2010</b>
<b>C Series</b>	<b>High Definition</b>	<b>TH-L32C20K</b>	<b>April 2010</b>

**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](http://www.panasonic.com.my) or call our Customer Care Center at 03-5543 7600.

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