

**For Immediate Release**

**Panasonic New 2010 Line-Up of VIERA TVs bring new perspective in TV experience, TV usage and TV watching**

*2010 Line Focuses on Enhancing TV Users With Full HD 3D, Expanded VIERA CAST™ Internet Accessibility, Improved Picture Quality, Luminous and Energy Efficiency and Continuous Commitment to the Environment*

**Petaling Jaya, 25 March 2009** - Panasonic announces the launch of its VIERA series of plasma, LCD and LED LCD TVs for 2010. A total of sixteen models will be showcased in seven Viera series from VT, V, D, U, A, X and C in sizes ranging from 32, 37, 42, 46, 50 to 65 inches.

The Full HD 3D TV in VT series comes in 2 models and for Full HD TV in V series also has 2 models. The remaining 12 models come in five series of D, U, A, X and C both in Full High Definition and High Definition. All models come with SD card slot.

According to Jeff Lee, Managing Director of Panasonic Malaysia, "With the introduction of this year's model, Panasonic is committed to strengthen its VIERA TVs bringing it to a new perspective in **TV to experience, TV to use** and **TV to watch** for Malaysian consumers".

"We are at the forefront of TV evolution bringing Full HD 3D to your living room for the new TV to experience. With the SD Link, VIERA CAST and VIERA Link expanded connectivity it facilitates and enhances media communication, networking and sharing as TV to use to access web-base online entertainment like You Tube, Bloomberg, Twitter, Picasa Web photo album and Skype video communication and home networking and also expanded connectivity from your computer to your TV. "

“While TV to watch offers true to life high picture quality using cutting edge NeoPDP technology, high 5,000,000:1 contrast ratio creating an infinite level of black for plasma TV; wide viewing angle with IPS panel for both LCD and LED LCD TV; LED backlight for LED LCD TV; 2,000,000:1 contrast ratio for deep black reproduction for LCD TV; ergonomically pleasant design concepts and finishes, developed for energy saving efficiency and lead free panel as our commitment to the environment.”

Jeff also added that, “Viera is an epitome for complete solution for entertainment, communication and pleasure in our daily lives while being environment-friendly at the same time. In short, it’s liken to No Viera No Life.”

The 2010 VIERA plasma, LCD and LED LCD TV models have evolved further in technology, picture quality, efficiency and performance. It lets you share more with your loved ones with its internet content and home networking for a whole new standard in TV viewing enjoyment.

The new 3D Full HD - VT series model **TH-P65VT20K** and **TH-P50VT520K** offers high-image-quality functions that will excite and delight entertainment seekers and film fans. The Full HD – V series model **TH-P50V20K** and **TH-P42V20K** are non 3D but equipped with VIERA CAST.

With the networking functions of VIERA CAST with Skype in both VIERA series, it will take entertainment and communication to a new level for TV viewers. VIERA CAST also provide access to favourite entertainment sites such as Google’s You Tube, Picasa Web Album, Bloomberg and weather service. With screen sizes of 50 and 65 inches, the new line-up will meet the needs of the most discerning consumers.

“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 VIERA TVs.” added Jeff Lee.

“There is no doubt that Panasonic VIERA 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 few years. In fact, in January this year Panasonic’s 3D plasma TV won the 2010 Best of Consumer Electronic Show winner in Las Vegas, USA.”

According to Liew Choon Wah, General Manager of Digital Audio Visual, “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. We’ve gone from black and white, color to digital and 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 arena.”

“The addition of the LED-LCD TVs – D series, model **TH-L42D25K** to our existing line gives Panasonic an extremely deep line-up of LCD televisions and therefore options for the consumer, both in screen size and technology,” said Liew. “Panasonic has always believed in creating products that benefit the consumer and in giving the consumer a wealth of entertainment options. That is precisely why Panasonic’s VIERA line of TVs encompasses the most popular television technologies, LCD including LED-LCD and Plasma.”

Models for the Plasma and LCD TVs in the U, A, X and C series come in sizes ranging from 32, 37 to 42 inches.

All the four models in U series – **TH-P508U20K**, **TH-L42U29K**, **TH-L37U20K** and **TH-L32U20K** come in Full High Definition, while all the seven models in A, X and C series come in High Definition.

A series - **TH-P42A28K**

X series - **TH-P50X20K**, **TH-P46X20K**, **TH-P42X28K**, **TH-L37X20K**, **TH-L32X20K**

C series - **TH-L32C20K**

**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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