

For Immediate Release

Panasonic and RealD Announce Alliance on 3D Technologies

Panasonic Integrates Technologies from RealD for 3D Eyewear and VIERA® 3D TVs

Petaling Jaya, 25 March 2009 – Panasonic, the market and technology leader in High Definition consumer and digital electronics products, and RealD, the global leader in 3D technology for cinema, home and professional applications, today announced a technology tie-up that will enable consumers who purchase Panasonic's Full HD 3D VIERA TVs to enjoy a high quality Full HD 3D viewing experience powered with RealD's Active Shutter Glass Technology and 3D content delivered utilizing the stereoscopic RealD Format. The companies will also work together to evaluate next generation technologies that enable an even higher quality user experience in 3D viewing.

“Panasonic's proprietary 3D Plasma display panel technologies, teamed with new 3D Eyewear based on RealD's Technologies, will reproduce a stunningly immersive Full HD 3D experience for the customer who owns a 3D VIERA TV,” said Jeff Lee Managing Director of Panasonic Malaysia. “We are delighted to be able to deliver this kind of exciting Full HD 3D viewing experience supported by 3D broadcasting powered by the RealD Format to Malaysian consumers”.

“The RealD Format paired with Panasonic's RealD-enabled VIERA HD TVs will give people worldwide access to high definition 3D content utilizing the HD set-top box in their home today,” added Jeff. “This technology alliance between two leading companies in 3D will open the door to a new era of exciting home entertainment options for consumers.”

The RealD Format is a proprietary version of a side-by-side 3D format that uses a unique set of technologies to multiplex a left eye and right eye 3D image stream into a single channel. The RealD Format is capable of delivering high definition 3D content to any 3D-enabled display type using today's HD infrastructure.

Through this new technology-sharing relationship, both companies are aiming to rapidly accelerate the expansion of Full HD 3D TV in 2010, to make a high-quality 3D experience available to consumers around the world.

About RealD

RealD is the global leader in 3D technology for cinema, home and professional applications. RealD's next-generation 3D cinema technology is deployed across the world's largest 3D platform with over 9,500 screens contracted and 4,800 screens installed in 48 countries with 300 exhibition partners. Beyond cinema, RealD is the worldwide inventor and provider of key stereoscopic technologies used in science, manufacturing, marketing, and other industries, with 30 years of development behind its systems. RealD's mission-critical 3D technologies are used by organizations such as NASA, Pfizer, BMW, Boeing and more. www.RealD.com

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 Center at 03-5543 7600.

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