

For Immediate Release

Panasonic Projector ‘Go for Pure Projection’

The perfect companion and user friendly for daily applications for all types of business

Kuala Lumpur, 6 July 2010 – Panasonic today introduces two new LCD projector models PT-LB1EA and PT-LB2EA, with the tag line ‘Go for PURE Projection’, a perfect companion for users in daily applications that emphasizes on the purity of its colors, portability, reliability and easy to use. Deriving on this concept of pure projection of color white or ‘Shiro’ in Japanese, it represents a new talismanic product in the world of projection.

“Malaysia will be the first ever country in the world to officially launch the *shiro* models, and subsequently followed by neighboring countries such as Indonesia, Singapore, Thailand, Japan, Vietnam and India; and eventually to other continents of the world”, said Jeff Lee, Managing Director of Panasonic Malaysia. “Through in depth understanding of the Asian market and requirements, these two projector models are specially designed and engineered by Panasonic Japan, for Asian market based on the core requirements of reliability, simplicity, portability, performance and affordability”.

The XGA resolution for shiro models come with the option of 2200 lumens or 2600 lumens brightness (PT-LB1EA & PT-LB2EA respectively), the most popular brightness requirement in Asia for various applications ranging from education, corporate, SOHO, gaming to food and beverage outlets.

Both models weigh only 2.3kg, an optimal weight which provides ultra-portability while capable of delivering the image performance and power efficiency which is more than expectation.

Similar with all other Panasonic projector models, they are also equipped with Panasonic's patented Daylight View Technology – a technology where upon sensing ambient light around the projection environment, the projector shall boost its image quality to more than 150% to enhance the viewing experience (meaning achieving to >3300lumens & >3900lumens equivalent image quality for the respective models).

Some parts of developing countries still experiences instable power such as drops or spikes of voltages, which would cause sudden, shut down or damage to the equipment. Hence, Panasonic has incorporated the 'Intelligent Power Management' to ensure that the operation of the projector shall not be disrupted even if irregular pulse of power hitting in. In circumstances that there's a sudden power cut off, the 'direct power off' feature will ensure that the internal cooling system shall still operate until the lamp is being cooled down appropriately – this feature actually could preserve the lifespan of the lamps. Eco mode has also been incorporated to reduce power consumption (during standby – the unit only consumes 0.4W). The shiro models also have super speed start of only 2 seconds, highly essential for those who are always on the go.

In the world where analogue is giving way to digital, IP (internet protocol) has become a very common term in our daily infrastructure of communication, monitoring and control. Both PT-LB1EA and PT-LB2EA are equipped with the LAN control terminal.

This enables the projectors to be linked to the internet or intranet network, any administrator could then monitor the status and control the functions of the projectors individually in selected groups or all at once from any parts of the world (as long as there's internet access).

Panasonic has also produced the 'Multi Projector Control and Monitoring' software, which can be downloaded for free to all Panasonic projector users. A feature called 'Start Up Logo' is also incorporated, so that owners can load and express their company logo or signature art during the startup of the projector.

In the month of August, another model of this range – PT-ST10EA will also be introduced bearing the similar features with short throw lens incorporated. With this model, 80” image can be achieved with only distance of 82” between the screen and projector. Brightness shall be 2500 lumens and perfect in terms of integration with the interactive whiteboards for education or corporate market.

In addition, Panasonic is offering the following irresistible warranty deal for PT-LB1EA, PT-LB2EA & PT-ST10EA:

3 Years Set Warranty*

3000 Hours Bulb Warranty* or 6 months, whichever comes first

*Terms & Conditions Apply *Online Registration Required

Retail Selling Price (RSP) is also set within the affordable range as follows:

PT-LB1EA: RM 2200.00

PT-LB2EA: RM 2600.00

PT-ST10EA: TBA

Besides the PT-LB1EA and PT-LB2EA that serves as entry level models, Panasonic has a very wide portfolio of projector merchandise ranging from 2200 lumens to 12,000 lumens, XGA to WUXGA, portable type to fixed type – all based on either LCD or DLP technologies.

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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