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Panasonic's CES 2009 Booth Highlights
Future of Consumer Electronics

Visitors to Experience True 3D Experience in Panasonic's 3D Full HD Theater

Osaka, Japan – Panasonic Corporation will showcase its latest audio and visual technologies and products at the International Consumer Electronics Show (CES 2009) from Thursday, January 8 through Sunday, January 11 in the Central Hall of the Las Vegas Convention Center (Booth #9405).

Panasonic's various digital audio and visual equipment, including Full High Definition flat-panel TVs, Blu-ray Disc Players and HD camcorders, enables people to enjoy crisper, more vivid images and astonishing sound, never before experienced, all from the comfort of home. Panasonic has also made significant inroads with home networking technology, including wireless data transmission of high-quality videos without cable, expanding the connectivity of various AV equipment for inside and outside the home.

This year, Panasonic will exhibit a variety of its latest High Definition products that have gone from being prototypes to becoming reality thanks to the industry-leading, cutting-edge HD technologies that it has developed. These new products deliver on what Panasonic promised at CES 2008 under its vision of the "Digital Hearth," where friends and family members get together to enjoy the large-screen VIERA as the center of the living room.

Panasonic's booth visitors can experience a variety of futuristic technologies that further strengthen the "Digital Hearth" vision. One of the highlights will be the 3D Full-HD Plasma Theater System created by Panasonic. Furthermore, Panasonic is showing its full-fledged commitment to environmental preservation in its first-ever Eco Corner in the booth. From environmental solutions for the entire home to AV entertainment in a living room, it showcases the latest environmental company-wide technologies and Panasonic's thorough environmental efforts that it has conducted in every aspect of its business activities.

Corporate Theater

Panasonic's news-broadcasting-station style corporate theater uses 16 plasma displays including the world's largest 150-inch plasma display. It will show how Panasonic has devoted itself to improving people's lives with a range of cutting-edge, user-friendly HD devices and technologies as explicit evidence of its firm commitment to delivering the products that people desire. Also in the theater, talk-show-style presentations will take place with a variety of industry specialists.

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VIERA Zone

The new 2009 VIERA lineup will highlight the one-inch thin, flat panel TC-P54Z1 which implements all the latest technologies such as "NeoPDP Technology" (super-thin PDP display technology, high luminance PDP display technology), WirelessHD™ technology, and Panasonic's unique IPTV technology, "VIERA Cast," as well as the G Series Plasma that boasts further expanded network capability with its enhanced "VIERA Image Viewer" function for SD Memory Card connectivity. In addition to the HDTV lineup, a more expanded and enriched "VIERA World" will also be showcased, which includes, among other advancements, the "VIERA Link" function, the Amazon.com HD video VOD-enabled VIERA HDTV, and VIERA with a Comcast Set-Top Box integrated inside. Highlighted here is VIERA Link, which enables very easy control of connected AV equipment with just one VIERA remote and has now evolved to include connectivity with an IP camera for a unique home security solution.

VIERA Future Zone

The VIERA Future Zone highlights Panasonic's new PDP and LCD panel technologies unveiled at the show. Featured in the display are a super high-efficiency 42-inch PDP with triple luminance efficiency, an ultra-thin 50-inch PDP with 1/3-inch thin profile, and a super energy-efficient 37-inch LCD with moving picture resolution of 1000 lines. Adjacent to this zone are two 3D Full HD Plasma Theaters which will give visitors a breathtaking, true 3D experience of scenes and action coming to life, thanks to the 3D Full HD system consisting of a 103-inch plasma television and a Blu-ray Disc Player.

Entertain and Create Zones

In the Entertain Zone, a variety of AV entertainment including Blu-Ray Disc Players and Blu-Ray home theater systems will be exhibited. All the 2009 Blu-ray disc player models are equipped with Panasonic's "VIERA Cast" function, which lets a user's TV become a VIERA Cast-enabled IPTV, simply by connecting to their television. The Create Zone showcases the latest optical products that easily create memories in deeper and more vivid picture quality. These include Full HD video cameras with a world's highest 9.15 million pixels, video cameras with a world's highest 70X optical zoom capability, and exhibition of a prototype LUMIX G Micro System with HD movie shooting capability.

Corporate Eco Corner

Co-existence with the global environment and environmental sustainability is Panasonic's firm commitment and it has pursued many measures and actions to reduce environmental impact in all its business activities. At the Corporate Eco Corner, Panasonic showcases its environmental vision and company-wide efforts through touch-and-feel demonstrations as well as a stage presentation. An interactive touch-panel video playback system will let booth visitors see the environmental activities that Panasonic's global employees and their families have extended in each country and region of the world.

Additional information on the Panasonic's CES 2009 booth can be found at the following www.panasonic.com/ces.

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 9.07 trillion yen (US\$90.7 billion) for the year ended March 31, 2008. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE Symbol: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.