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**Panasonic Develops New Compact, Twin-Lens 3D Digital Camera
with HD Video Capability**

Osaka, Japan - Panasonic announced the development of a LUMIX twin-lens 3D digital camera that is planned to be released in winter this year. The new compact digital camera lets users take 3D photos and 3D HD videos.

The new camera's compact size was achieved by employing two newly developed 4x zoom lenses with thin, folded optics. This optical zoom system enables highly versatile 3D shooting, from wide angle to telephoto and an Optical Image Stabilizer which also works during both 2D and 3D shooting to produce high-quality photos and videos with minimal blurring. The advantages of the twin-lens design are further utilized to snap stunning, full-pixel 2D photos while shooting 2D videos at the same time. The new camera captures 3D HD videos in the AVCHD format using the side-by-side method.

Panasonic will showcase its new compact, LUMIX twin-lens digital camera featuring a 4x zoom lens and an integrated optical image stabilizer at the IFA 2011 in Berlin.

To increase the enjoyment of 3D viewing, shooting and playing, the 3D photos and videos taken can be easily viewed on a VIERA 3D TV by simply inserting the SD card with 3D content into the TV's SD card slot or by connecting the camera to the TV with an HDMI cable. By providing a compact digital camera that makes shooting and viewing 3D photos and videos a breeze, Panasonic aims to further expand the world of 3D entertainment.

The new camera will be on display at the IFA 2011, one of the world's largest electronics shows, from September 2 through 7, in Berlin, Germany.

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 8.69 trillion yen (US\$105 billion) for the year ended March 31, 2011. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>

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