

Media Contacts:

Global Public Relations Office

Panasonic Corporation

Tel: 03-6403-3040 Fax: 03-3436-6766

Panasonic News Bureau

Tel: 03-3542-6205 Fax: 03-3542-9018

Panasonic Showcases Comprehensive 'Smart Solutions'
at CES 2012

Osaka, Japan – Panasonic Corporation is showcasing its comprehensive “Smart Solutions” at the 2012 International Consumer Electronics Show (CES 2012), which will be held from January 10 to 13 at the Las Vegas Convention Center.

*“Panasonic Smart Solutions”
highlighted at CES 2012
encompass cutting-edge digital AV
products and comprehensive
energy solutions.*

Panasonic is aiming to become the “No.1 Green Innovation Company in the Electronics Industry” by the company's 100th anniversary in 2018. In line with this goal, the Panasonic Smart Solutions on display at the CES 2012 Panasonic booth (Central Hall #9405 & #9808) will feature the company's comprehensive energy solutions that begin with the entire homes and eventually expand to entire towns, as well as its cutting edge digital AV products with main focus on the Smart VIERA TVs.

[Major Exhibits at Panasonic Booth]

Digital AV Network

Panasonic presents its latest digital AV products, including 2012 Smart VIERA lineup with newly added 47- and 55-inch LCD TVs, home theaters, digital cameras and camcorders. Visitors will find the Smart VIERA Monument in the center of the booth that depicts five pillar concepts behind the connected TV series (Picture Quality, Easy Operation, Networking, Eco and Design). Advanced network functions offered by Smart VIERA, such as the enhanced VIERA Connect cloud-based internet services and connectivity with smartphone and tablet devices, will be demonstrated. The High Picture Quality Technology corner shows plasma and LCD technologies as well as a prototype of the newly developed 4K2K IPS Alpha LCD panel. The 3D Mass Display allows visitors to experience the stunning 3D videos of the Olympic Games and inside Space Shuttle Atlantis that was captured with the Panasonic AG-3DA1 twin-lens Full HD 3D camcorder onboard the final space shuttle mission.

Energy Solutions

This area showcases Panasonic's HIT[®] solar panels, fuel cells, household lithium-ion storage battery systems and energy management systems, the key devices and technologies for implementing Panasonic's comprehensive energy concept: energy creation, energy storage, energy saving and energy management. The zone will also feature Panasonic's unique energy solutions for entire homes and towns in an easy-to-understand manner. The solutions among them will include in-car systems and charging infrastructure that promote the spread of electric vehicles; the next-generation cockpit systems that offer a safer, more comfortable driving experience; and examples of smart city projects Panasonic is engaged in around the world, including the Fujisawa Sustainable Smart Town (SST), which is planned to open by March 2014.

Business Solutions

This corner presents business-to-business solutions Panasonic is promoting in the U.S. market, such as in-car and in-flight entertainment systems, digital signage and solutions designed for stores.

Future Craft Design Philosophy

Panasonic will introduce its new product design philosophy called "Future Craft." On display is a new series of VIERA TVs to be rolled out in the U.S. in 2012, the first product that embodies this philosophy. Details of Future Craft can be found at <http://panasonic.net/design/>.

Panasonic Live @ CES

Panasonic will be hosting a live and interactive broadcast titled "Panasonic Live @ CES" from Las Vegas to enable people from around the world to share the Panasonic CES experience and explore a world of Smart Solutions. Panasonic Live@CES2012 will be available on Panasonic's CES2012 official site at [http:// www.panasonic.com/CES](http://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 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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