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**Panasonic's LED Light Bulb and HD Integrated Camera
Win Top iF Product Design Awards in Germany**

Osaka , Japan - Panasonic Corporation has received two Gold Awards, the highest honor in the iF Product Design Award, for its LED Clear Light Bulb (LDAHV4L27CG) and HD Integrated Camera (AW-HE120) at the recent iF Design Awards 2012. Panasonic has also received with iF Product Design Awards for a total of 12 other products from its range of digital HD TVs, digital cameras, electric toothbrushes and others. The honors are presented each year by iF International Forum Design based in Hannover, Germany.

Panasonic's products were highly admired for their excellent design and user-friendliness at the iF Design Awards 2012, one of the most acclaimed, international awards in Europe.

This year there were a total of 4,322 entries from 48 countries in all award categories, and 1,218 products were selected by the panel of judges. Among these, 100 products were recognized with the prestigious Gold Awards.

The Gold-winning LED Clear Light Bulb provides sparkling light, just like a clear incandescent light bulb. Using Panasonic's proprietary light emission and diffusion technologies, this LED light bulb has achieved virtually the same size, shape, light source position, light color, brightness, and light distribution as clear incandescent light bulbs commonly used worldwide. Its similarity to a conventional clear bulb in terms of its shape and quality of light makes users feel comfortable with it in their homes, encouraging consumers to replace conventional bulbs with long-life energy-saving LED bulbs. Therefore, it is expected to contribute greatly to global energy-saving efforts. The LED Clear Light Bulb also obtained a Gold Award at the 2011 Good Design Award in Japan, and has been well received worldwide.

Panasonic's other Gold Award winner, the HD Integrated Camera, is a full-HD remote video camera for the professional market, designed with a variety of usage situations in mind, including broadcast studios, teleconferencing and weddings. With a form that allows the operator and participants to quickly determine the camera orientation, it enables them to reliably capture video with ease, while the wide-opening, removable cover offers trouble-free maintenance. The AW-HE120, available in two colors, has achieved a high level of

sophistication in design with an inconspicuous appearance, which allows it to easily blend in with the surroundings where it is used.

[About the iF Product Design Award]

The iF Design Awards were established in 1953 to encourage and promote industrial design, and are conferred by the iF International Forum Design in Hannover, Germany. The awards include the iF Product Design Award, the iF Communication Design Award, and the iF Packaging Design Award. Every year, renowned designers and corporate design directors review product candidates from all over the world, and select those with the most outstanding industrial design. It is one of the most acclaimed international awards of its kind in Europe, also regarded as the birthplace of industrial design.

[Features of the LED Clear Light Bulb]

- (1) LED technology that produces sparkling light similar to that of a clear incandescent light bulb
- (2) Works with a wide variety of lighting fixtures, as it is very similar to the clear incandescent light bulb in terms of shape and light quality *1
- (3) Energy-saving and long-life (Consumes about 78% less energy, and lasts about 26 times than an incandescent light bulb) *2

*1. May not work with all light fixtures, depending on the bulb dimension, heat emission or other specifications of the fixture

*2. Comparison between model LDA4L/C for the Japanese market (rated power of 4.4 W, rated life of 40,000 hours, and total flux of 210 lumens), and a 100-volt 20-watt light bulb (rated power of 20 W, rated life of 1,500 hours, and total flux of 175 lumens) as specified in the Japan Industrial Standards JIS C7501 "Tungsten filament lamps for general lighting purposes." The rated life is the number of hours of use until the total luminous flux (brightness) becomes 70% of the initial value. The rated life shows an average value and is not guaranteed.



Model for markets outside Japan
LDAHV4L27CG

Model for the Japanese market
LDA4L/C



2012 GOLD

Product site: http://www.panasonic.co.uk/html/en_GB/Products/Lighting/Overview/4725139/index.html

[Features of the HD Integrated Camera]

- (1) Its directional shape allows the users to quickly determine the camera orientation for simple and reliable remote operation
- (2) Effortless maintenance thanks to a large quick-release cover for easy access
- (3) Its neutral form and color helps the unit to blend easily into the installation environment



AW-HE120



2012 GOLD

Product site: <http://pro-av.panasonic.net/en/>

Panasonic's 2012 iF Product Design Award Winners (12 products)



Digital HD Plasma Television
TH-P50VT3



Sound Bar Home Cinema System with Wireless Subwoofer
HTB520



Digital Camera
DMC-GF3



Digital Camera
DMC-G3



Digital Camera
DMC-FT3



LCD Projector
PT-FW430/FX400/BX300



Memory Card Camera Recorder
AG-AF105



LED Lantern
BF-AL01



Face Steamer
EH-SA31



Electric Toothbrush
EW-DS12



Power Strip
WHS2513WP series



Wireless Charging Solution
Charge Pad series

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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