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**Panasonic to Deliver Largest-ever Audio-visual Equipment Supply
to London 2012 Olympic Games**

Osaka, Japan - Panasonic Corporation, a TOP* sponsor of the Olympic Games, announced today that it will deliver the largest supply of its audio visual equipment for any Olympic Games in the company's history to support the London 2012 Olympic Games to be held in July and August. With its full line-up of high-definition (HD) equipment, Panasonic will provide strong support for the operation of the world's largest sporting event, at sporting venues, broadcasting sites and homes, in cooperation with the International Olympic Committee (IOC), the London Organising Committee of the Olympic and Paralympic Games (LOCOG) and the Olympic Broadcasting Services London (OBSL). Panasonic will also bring the first-ever 3D Olympic Games to homes, based on the 3D technical partnership with the IOC and the Olympic Broadcasting Services (OBS).

With its audio visual equipment, Panasonic is aiming to deliver the thrills of the Olympic Games in HD and 3D and "Share the Passion" of the Games with people all over the world.

At the London 2012 Olympic Games, the video signals distributed by the International Broadcasting Center (IBC) to the broadcasters of each country will be distributed in the HD format. Additionally, the opening and closing ceremonies and events displayed on the large screens in the venue will also be distributed in HD video. Panasonic will support the first-ever 3D Olympic Games by providing its cutting-edge equipment and technology, such as its latest integrated twin-lens 3D camera recorders (AG-3DP1).

In addition to the company's DVCPRO HD standards that have already been adopted as the video recording format, the adoption of the file-based work flow using the high quality AVC-Intra standards has been decided. Panasonic will offer a wide range of broadcasting equipment and devices to the IOC, including the solid-state memory ENG (Electronic News Gathering) product P2HD series. Since the Barcelona 1992 Olympic Games, the London 2012 Olympic Games is the tenth Olympic Games where Panasonic's broadcasting equipment is adopted as the recording format.

For the opening ceremony that will be held at the Olympic Park, the world's smallest and lightest** 20,000 lumens projectors (PT-DZ21K and PT-DS20K) with a high brightness and high quality yet compact form will be installed. Panasonic will boost the mood of the opening and closing ceremonies by delivering vivid and impressive HD footage to the audience.

Panasonic will provide LED Large Screen Display Systems, offering the largest number of screens and the largest area ever at the competition venues. At the indoor event sites, 103-inch PDP displays will be adopted for the first time in the history of the Olympic Games.

Under the concept of "Sharing the Passion," and through providing such cutting-edge equipment and sponsor activities, Panasonic will deliver the thrills brought about by world's top athletes along with their passion, tension and dynamic performance. The company is aiming to provide an exciting experience not only for spectators at each event site, but also for the viewers at each home across the globe through its wonderful broadcasting technology.

<AV equipment and devices that will be delivered to the Olympic sites>

Equipment	Quantity
Large LED screens	28 venues, 45 screens 1,730 m ²
Professional sound systems	36 venues, Approx. 200 systems
TV sets	Approx. 12,000 units
103-inch plasma displays	47 screens
DLP® projectors	22 screens (excluding projectors for the opening and closing ceremonies)
AV security camera systems	Approx. 2,500 units
Others	HD visual communication system, etc.

Notice: Olympic-related facilities, such as the main site, the Olympic athlete village, the media center, and the official live site, are included. DLP® is a registered trademark of Texas Instruments.

<Broadcasting equipment and devices that will be delivered to the Olympic sites>

Equipment	Quantity
P2HD/DVCPRO HD recorder	Approx. 300 units
P2HD camera recorder	Approx. 100 units
TV monitors	Approx. 1,000 units
3D camera	Approx. 30 units

* "TOP" stands for The Olympic Partner, the highest rank of sponsorship for the Olympic Games. Panasonic is currently the only Japanese domicile TOP sponsor. Panasonic is proud to support the Olympic Movement aimed at promoting world peace through sports as the Official Worldwide Olympic Partner in the Audio and Visual Equipment category for 25 years since The Olympic Partner (TOP) Program commenced for the Calgary Olympic Winter games in 1988. Under the slogan of "Sharing the Passion," Panasonic will contribute to the success of the Olympic Games through its equipment and technology. In 2007 Panasonic renewed the partnership with the International Olympic Committee through to the 2016 Olympic Games in Rio de Janeiro.

**For over 20,000 lumens performance projector as of May 30, 2012.

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products in three business fields, consumer, components & devices, and solutions. Based in Osaka, Japan, the company recorded consolidated net sales of 7.85 trillion yen for the year ended March 31, 2012. Panasonic's stock is listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) Stock Exchanges. The company has the vision of becoming the No. 1 Green Innovation Company in the Electronics Industry by the 100th year of its founding in 2018. For more information on Panasonic, its brand and commitment to sustainability, visit the company's website at <http://panasonic.net/>.

Website: <http://panasonic.net/olympic/> Related Videos: <http://www.thenewsmarket.com/>

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