

Panasonic Showcase Award Winning Smart Viera TV
in Panasonic Pavilion at Olympic Park

London, UK - Panasonic is showcasing their award winning WT50 series Smart VIERA TVs in an active demonstration of smart design, smart performance and smart content at the Panasonic Pavilion in the Olympic Park during London 2012.

Based on the five attributes of Design, Picture Quality, Ease of Use, Network Connection and Eco, it is easy to see why Smart VIERA is the official Television of London 2012.

'Sharing the Passion' is Panasonic's Olympic slogan and Smart VIERA allows the whole family to share pictures, videos and favourite websites with a simple swipe of the hand from a smartphone or tablet to the TV. You can even pull down TV content from the TV and carry on watching it on your tablet or smartphone around the home with the TV being even switched off !

Smart VIERA TV lets you watch a live broadcast and Skype at the same time. Cheer for your team at a major event, such as at the London 2012 Games, while your friend on the other side of the world cheers for his. You can share your joy through Facebook and Twitter directly from the TV, even as you continue to enjoy the broadcast!

Smart VIERA gives you easy access to online content and applications such as Eurosport and YouTube through its enhanced cloud-based internet service¹. Wi-Fi and DLNA capability integrates the WT50 seamlessly into your home network, letting it communicate with other devices around the home.

Boasting a host of energy saving features and functions to help reduce the TVs impact on the environment, the highly efficient LED LCD panels can reduce power consumption by up to 25 percent compared to Panasonic's 2011 models. The WT50 Series has "A+" class certification recognising the energy efficiency of these TVs.

The metal and glass design concept offers refined and elegant features while the TVs remain slim and lightweight. Highest grade materials such as brushed aluminum or glass accentuate the high-performance display offered.

¹ Broadband connection required



Whether its social media, catch up TV or simply watching Sports , movies or gaming, Smart Viera offers state of the art design and performance, looking as good switched off as it does switched on.

Television has moved from being a simple device to watch TV to an interactive hub in your lounge.

For more information go to:

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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/>.

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