



DIGITAL ACTIVATION GUIDE

Panasonic Corporation

ECLIPSE LIVE FROM FUJIYAMA by SOLAR POWER

April 2012

**Updated page 6 and page 8-10 on May 17, 2012*

Press Kit (Digital Materials)

http://news.panasonic.net/presskits/eclipselive_by_solarpower

1. ECLIPSE LIVE FROM FUJIYAMA by SOLAR POWER

This is a project that will broadcast the annular solar eclipse on May 20, 2012 (Pacific Standard Time/PST) live to the world from the summit of Mt. Fuji, an important symbol of nature in Japan, using only green power.

This project seeks to highlight Panasonic's technologies and products behind the "Energy Solution" business. All electricity required for the devices used for broadcasting, such as video cameras, filming equipment, and computers, will be drawn from "HIT® Solar Cells" and be supplied through "Life Innovation Container".

Life Innovation Container is a full package of the Panasonic Group's energy creation, energy storage, and energy saving technologies into a single, 20-foot container

Sample Image of the project



Life Innovation Container

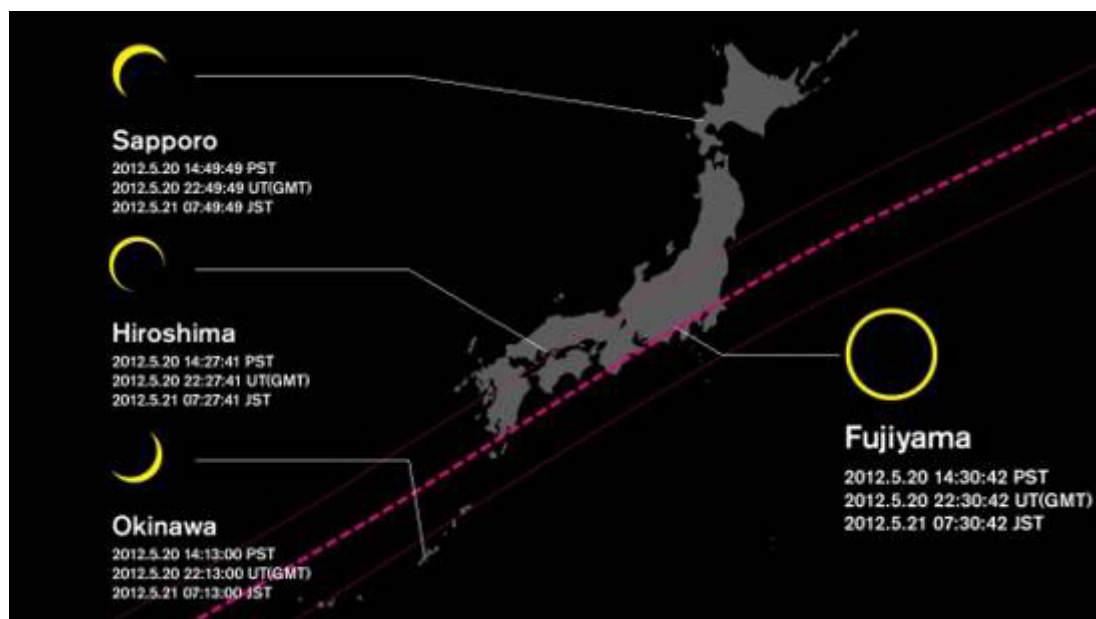


2. About the Annular Solar Eclipse

On the eclipse day, Mt. Fuji is ideally located within the “central eclipse path” that allows for optimum viewing, and the view is especially spectacular in the clear air of the mountain peak.

Inside the central eclipse path, the sun can be observed in a donut shape while the moon hides the sun as it passes through. The closer you are to the middle of the central phase, the more central the moon’s path will be across the sun.

The route of Annular Solar Eclipse



3. Promotional Activities

- Promotional website (released April 18)
- Promotional video explaining the project (youtube)
- Facebook page/twitter account

Will be updated with reports about preparation for this project. Some of the reports will include the introduction of the project members, devices used for broadcasting and scenes behind our run through test.

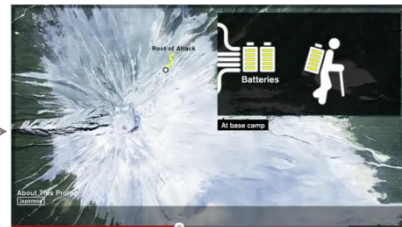
<Promotional Website (Live Broadcast Site) >

<http://panasonic.net/eclipselive>



<Promotion Video >

http://youtu.be/gdOcs_ROEm4



<Facebook >

<http://www.facebook.com/PanasonicEclipseLive>



<Reports>



<Twitter >

<http://twitter.com/FujiyamaEclipse>

@FujiyamaEclipse



<Reports>



4. Schedule *time/dates are in Pacific Standard Time (PST)

1) April 17-

Release promotional web site, facebook page, promotion video.

Project reports will be updated from time to time at the web site and the facebook page.

2) May 16

Set up the base camp at the halfway point of Mount Fuji. Start generation and charging of electricity.

3) May 19 (One day before the Annular Solar Eclipse)

The broadcasting team leaves base camp for the peak of Mt.Fuji.

(We plan to broadcast live feed of mountain climbing.)

4) May 20 (the Annular Solar Eclipse)

Connect all devices to the battery, broadcast the Annular Solar Eclipse live from the peak of Mt.Fuji.

*Annular eclipse live broadcast (planned): 3:30pm on May 20, 2012

5) Later day

Release digest video of this project at promotional web site.

5. Digital Toolkit

Tools available for your PR of this project.

① Promotion Video

http://youtu.be/gdOcs_ROEm4



② Banner

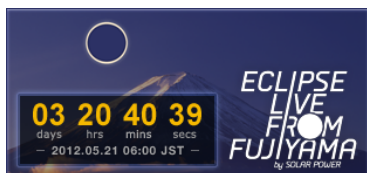
- File Type
JPEG

- Size
Type1 : W 688 × H 344px
Type2 : W 179 × H 100px
Type3 : W 184 × H 74px



③ Countdown Banner

Please add the source code below to your website (local Panasonic site).



W311 x H144px

```
<script type="text/javascript"
src="http://news.panasonic.net/banner/js/ECLIPSE_LIVE
_2012_m.js"></script>
```



W179 x H168px

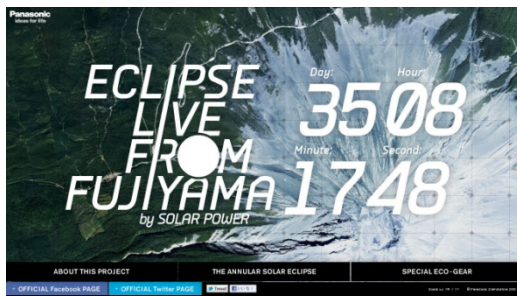
```
<script type="text/javascript"
src="http://news.panasonic.net/banner/js/ECLIPSE_LIVE
_2012_s.js"></script>
```

5. Digital Toolkit

④ Images that can be used for PR

Please feel free to use the following images at your website, print materials etc.

- Filetype
JPEG/PhotoShop



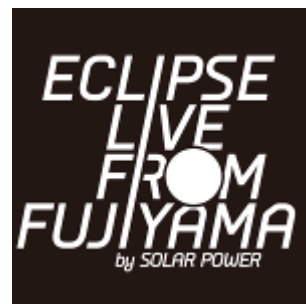
Promotional Website (Top page)



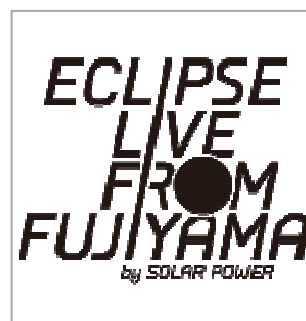
Project Title



Image of live broadcasting
from Mt. Fuji (Fujiyama)



Project Logo1



Project logo2

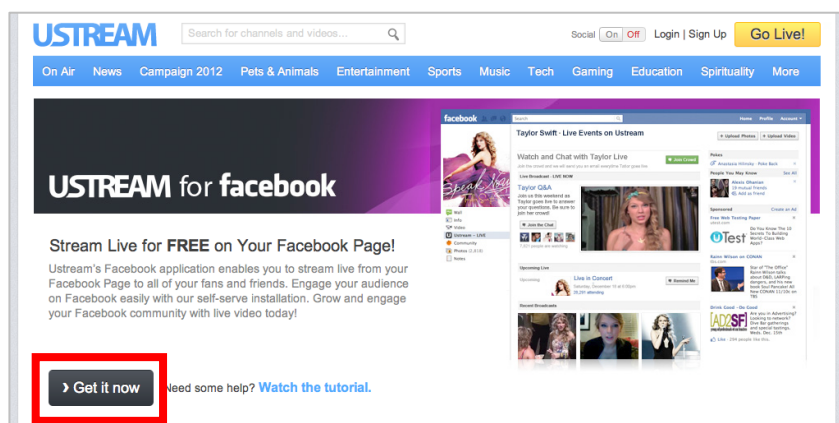
5. Digital Toolkit

Procedures for embedding to Facebook page

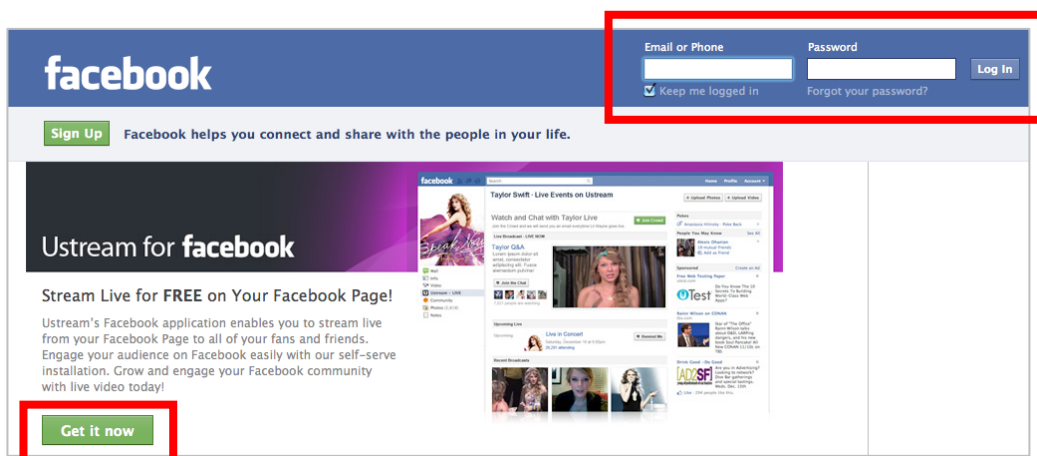
Following the procedure below, please install “Ustream Live” application to your Facebook page. Set up viewing channel to “ECLIPSE LIVE FROM FUJIYAMA”.

1) Access to the URL below, then click “Get it now”.

<http://www.ustream.tv/facebook>

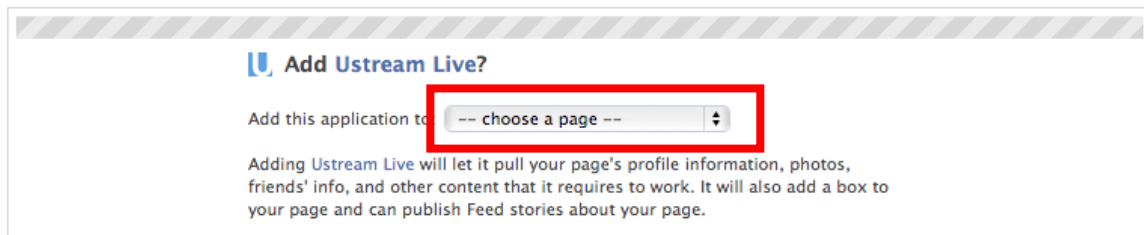


2) At the next screen, login to Facebook with administrator's account (account you used when adding Ustream). Click “Get it now”.

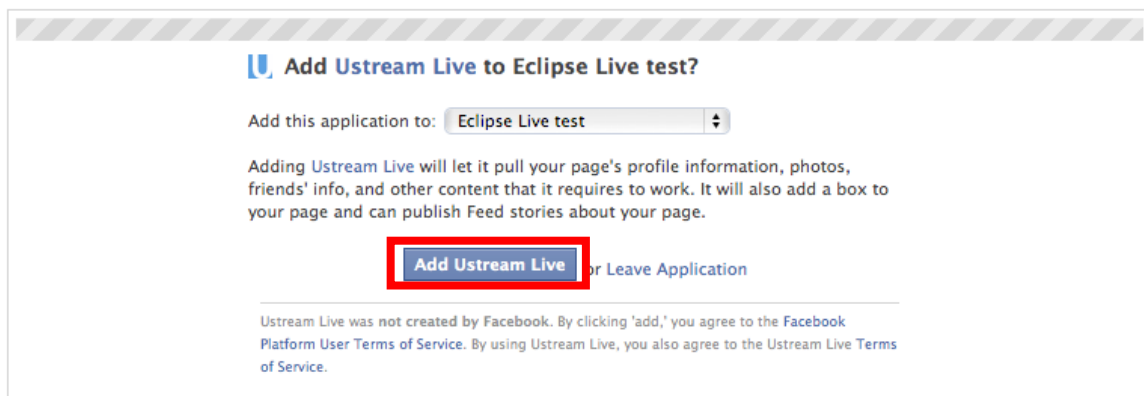


5. Digital Toolkit

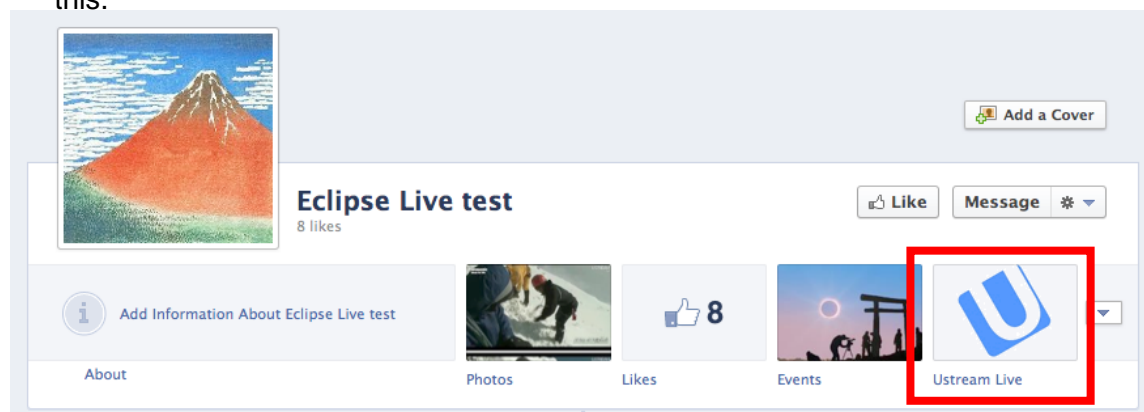
3) Choose Facebook page from the pulldown menu.



4) Click "Add Ustream Live"



5) Ustream Live icon will be added to your Facebook page. Please click this.



5. Digital Toolkit

6) When the settings screen shows up, please type in the following.

The screenshot shows the Ustream Settings page. At the top, there is a 'Back' button. The main section is titled 'Choose Your Channel'. Below this, there are two radio button options: 'Use One of My Channels' and 'Use Someone Else's Channel'. The second option is selected and highlighted with a red box. To the left of this box is the annotation '(1) Select →'. Below the radio buttons, there is a text input field for the channel URL. The URL 'http://www.ustream.tv/channel/eclipse-live-from-fuji' is entered and highlighted with a red box. To the left of this box is the annotation '(2) Type in URL'. Below the input field, the full URL 'http://www.ustream.tv/channel/eclipse-live-from-fujiyama-by-solar-power' is written in red. An upward-pointing arrow connects this text to the input field. Below the URL section, there is a 'Get Social' section with Facebook and Twitter icons. The Facebook icon is connected, and the Twitter icon has a 'Connect' button. At the bottom, there is a 'Customize Layout' section. The first option is 'Which chat option do you prefer?' with a dropdown menu set to 'Social Stream', which is highlighted with a red box. To the right of this box is the annotation '(3) Select "Social Stream"'. Below this are four more options, each with a radio button: 'Do you want to ask people to "Like" your page before they can view your videos?' (No selected), 'Do you want to show channel title?' (Yes selected), 'Do you want to show your video library?' (Yes selected), and 'Do you want to show your upcoming events?' (Yes selected).

USTREAM Settings ← Back

Choose Your Channel

You can put a channel you own, or a channel that belongs to someone else, on your Facebook page.

☐ Use One of My Channels

(1) Select → ☒ Use Someone Else's Channel

To put someone else's channel on your page, enter the full channel URL:

URL: ✓ On Page

(2) Type in URL
http://www.ustream.tv/channel/eclipse-live-from-fujiyama-by-solar-power

Get Social

Connect your social networks so your friends and followers know when you go live.

✓ Connected

Connect

Customize Layout

Which chat option do you prefer? Social Stream (3) Select "Social Stream"

Do you want to ask people to "Like" your page before they can view your videos? ☐ Yes ☒ No

Do you want to show channel title? ☒ Yes ☐ No

Do you want to show your video library? ☒ Yes ☐ No

Do you want to show your upcoming events? ☒ Yes ☐ No

5. Digital Toolkit

7) Click “Save” and finish.

Do you want to embed a custom iFrame?

☐ Yes

☒ No

[Revert Changes](#)[Preview](#)[Save](#)

[Help](#) | [Settings](#) | [Go Pro](#)

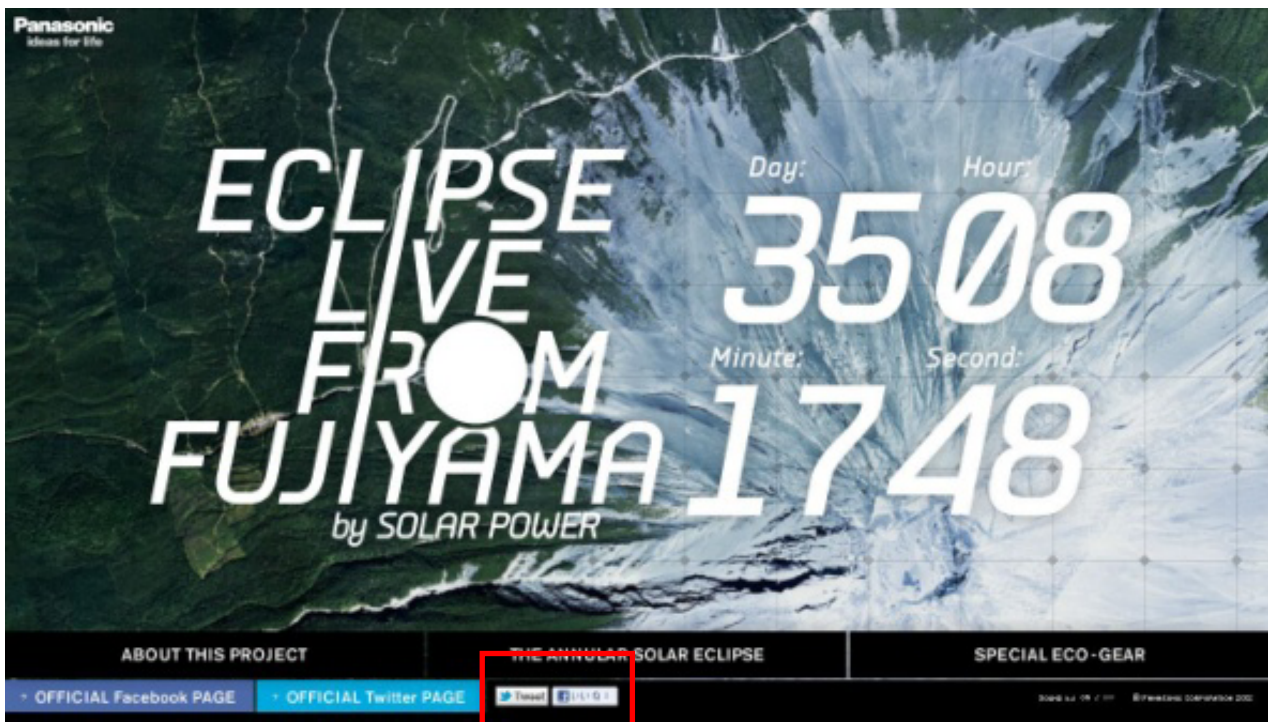
Powered by **USTREAM**

6. Additional request

We would like to ask for your help and cooperation to PR this project.

- ① PR of promotional website

<http://panasonic.net/eclipselive>



Request for your help

- Please introduce our promotional website through your website etc.
ex. a introduction comment of our project and putting a URL link
at your website, mail magazine etc.
- Please ask your facebook fans to "LIKE" us through our promotional
website
- Please ask your twitter follower to "tweet" us through our
promotiona website.

6. Additional request

We would like to ask for your help and cooperation to PR this project.

② PR of Facebook page

<http://www.facebook.com/PanasonicEclipseLive>



Request for your help

- 1) Please Like us from your Facebook page (Local Panasonic Account).
- 2) Please introduce our page through your Facebook page/WEB site (Local Panasonic Account).
- 3) If you find any interesting news from our Facebook page, please share them at your Facebook page (Local Panasonic Account).

6. Additional request

We would like to ask for your help and cooperation to PR this project.

③ PR using Twitter

Please introduce our project through your twitter account (Local Panasonic account). Below are some sample sentences that can be used.

*time/dates are in Pacific Standard Time (PST)

Until May 15	Panasonic Broadcasts Solar Eclipse Live from Top of Mt. Fuji!! http://panasonic.net/eclipselive #PanasonicFujiyamaEclipse
Until May 15	Broadcast Live Solar Eclipse Using Solar Power Only!! http://panasonic.net/eclipselive #PanasonicFujiyamaEclipse
Until May 15	May 20th 8PM (UT), Watch Solar Eclipse Live from Top of Mt. Fuji! http://panasonic.net/eclipselive #PanasonicFujiyamaEclipse
May 16	4days until the Eclipse!! Don't Miss Live-Stream from Top of Mt. Fuji!! http://panasonic.net/eclipselive #PanasonicFujiyamaEclipse
May 17	Only 3days Left! We Broadcast Live the Eclipse using Solar Power Only! http://panasonic.net/eclipselive #PanasonicFujiyamaEclipse
May 18	2days to Go! Gears are Charging Solar Power Right Now! http://panasonic.net/eclipselive #PanasonicFujiyamaEclipse
May 19	Tomorrow is the DAY! Now Broadcasting Live Our Troops Attacking the Summit http://panasonic.net/eclipselive #PanasonicFujiyamaEclipse
May 19	Watch Our Best Men Attacking the Summit for the Eclipse Tomorrow!! http://panasonic.net/eclipselive #PanasonicFujiyamaEclipse

④ Project official Twitter account

The official account for this project is "[@FujiyamaEclipse](https://twitter.com/FujiyamaEclipse)"
Please help us to give a boost to our twitter.



Request for your help

1) Please introduce our account at your twitter account (Local Panasonic Account).

2) If you find any interesting post from our twitter account, please re-tweet them at your twitter account (Local Panasonic Account).