

FOR IMMEDIATE RELEASE

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**Panasonic to Showcase Eco & Smart Lifestyle
at CEATEC JAPAN 2012**

Osaka, Japan – Panasonic Corporation will showcase its latest products and technologies that will realize an eco-friendly and smart lifestyle at CEATEC JAPAN 2012, the largest cutting-edge IT and electronics trade show in Japan, from October 2 to 6 at Makuhari Messe in Chiba City on the outskirts of Tokyo. Panasonic will run two booths: “Life & Society Stage” in Hall 2 and “Panasonic Devices Booth” in Hall 8.

Under the theme of “Eco & Smart Lifestyle,” Panasonic will present an ecological lifestyle which is simple, convenient, safe and secure, pleasant and comfortable.

1. Panasonic Booth in Hall 2 - Life & Society Stage

Under the theme of "Eco & Smart Lifestyle," Panasonic will present an ecological lifestyle which is simple, convenient, safe and secure, pleasant and comfortable, with a variety of the company's smart offerings ranging from audiovisual equipment to home appliances and energy solutions.

Visitors to the Panasonic booth will experience the following:

■ **Corporate Stage**

On the Corporate stage, Panasonic's concepts, products and technologies will be presented in an easy-to-understand way. Smart appliances, which are linked to each other and are connected to cloud-based services, offer new value for consumers. Panasonic will take the lead and develop its business with its wide range of smart appliances.

The introduction on the stage includes the company's Smart AV equipment which not only serves as an entertainment center but also a communications tool with a variety of content, games and applications offered on the cloud; Smart Appliances that evolve even after the purchase in line with advances in lifestyle in the future; and Smart Energy that lets users save energy without sacrificing comfort as well as helping prepare for emergencies such as power cuts.

■ **Eco & Smart Lifestyle Demonstration Tour**

The tour provides visitors firsthand experience of the benefits of connectivity with demonstrations in everyday life settings.

■ **Display Corners**

Smart AV:

This corner introduces Panasonic's latest digital AV products with enhanced network functions, including Smart VIERA televisions and Smart DIGA Blu-ray Disc players and

recorders that offer increased ease of use through connectivity with smartphones and other AV equipment.

Smart Appliances:

A wide-ranging lineup of Panasonic smart appliances that can be connected to cloud-based services via smartphones are demonstrated. They include cooking appliances that will add new joy to cooking by enabling the user to search and download recipes from the cloud and speed up cooking time, and personal healthcare equipment that will make daily health management easier.

Smart Energy:

Panasonic's Smart Home Energy Management System (SMARTHEMS) and AiSEG, a core component of SMARTHEMS, are presented with compatible home appliances - air conditioners, IH cooking heaters and EcoCute heat pump hot water supply system - and Panasonic's energy creation-storage linked system.

■ **Special & Topical Exhibits**

Panasonic's 145-inch 8K plasma display and 20-inch 4K LCDs are on display to demonstrate the company's high-definition display technology. Fujisawa Sustainable Smart Town is also introduced. Other exhibits include Panasonic's Interactive Plasma Display (digital blackboard), LUMIX digital cameras and Let's note personal computers.

2. Panasonic Devices Booth in Hall 8 - Key Technology Stage

Under the theme of "Innovative Industrial Devices Paving the Future of Our World," Panasonic will introduce here a wide range of advanced devices and solutions that fulfill customer needs, with focus on the three key areas: environmental infrastructure, eco cars and mobile. Visitors will be able to find the following in the booth:

- Environmental Infrastructure: Devices for power meters, LED lighting and solar/power conditioners
- Eco Cars: Devices for powertrains and HMI (human machine interface) that assist drivers
- Mobile: Devices supporting compact and slim design, a variety of UIs (user interfaces) and sensors

The exhibits are subject to change without prior notice.

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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