

May 19, 2016

## Panasonic to Launch Global Marketing Activities for the Rio 2016 Olympic and Paralympic Games

**Osaka, Japan** - Panasonic Corporation, which supports the Rio 2016 Olympic Games (Rio 2016 Olympics) and the Rio 2016 Paralympic Games as an Official Worldwide Partner for the Olympic Games<sup>1</sup>, today announced the company will launch a variety of global marketing activities in its sponsorship category. Through these activities, Panasonic hopes to deliver the splendor and excitement of sports and help nurture the Olympic Movement.

Panasonic has signed a partnership agreement with Sugarloaf Mountain located in the Copacabana district of Rio de Janeiro to set up and open its corporate pavilion, called 'Stadium of Wonders,' from August 7 to 21, 2016 to welcome visitors during the Rio 2016 Olympics. With a floor area of roughly 500 square meters, the pavilion will screen visual content accumulated over Panasonic's 25-plus-year support of the Olympic Games, in collaboration with the International Olympic Committee (IOC) and the Rio 2016 Organizing Committee for the Olympic and Paralympic Games (Rio 2016). In addition, the pavilion will feature spatial presentation employing Panasonic's proprietary technology such as Optical ID technology<sup>2</sup> and transparent displays, as well as interactive exhibits to experience the Olympic competition through the athletes' eyes. The company plans to amplify the excitement for the Rio 2016 Olympics and Paralympics through this undertaking, and strengthen relationships with Olympic organizations and partner companies of future competitions like the Pyeongchang 2018 Olympic Winter Games and Tokyo 2020 Olympic Games.

Koji Hosokawa, General Manager of the Corporate Advertising Division at Panasonic Corporation, stated, "It is our great honor to host the corporate pavilion, 'Stadium of Wonders,' at the historic Sugarloaf Mountain, showcasing Panasonic's cutting-edge technologies and Olympic Games video content to entertain visitors. We hope everyone can experience the exciting exhibits at the pavilion."

Among other endeavors, Panasonic has entered into a partnership agreement with Rio 2016 to facilitate the torch relay for the first time in its sponsorship history. Panasonic will exhibit the torch inside and present information and video content pertaining to the torch relay of the Rio 2016 Olympics in the Stadium of Wonders. In addition, in partnership with Rio 2016, Panasonic will supply LED Large-Screen Display Systems to the Live Site, an outdoor entertainment area in Rio de Janeiro, where spectators can share the excitement and emotion of the competition. At the Rio 2016 Paralympics, Panasonic will implement a next-generation education program, "KWN (Kid Witness News)," <sup>3</sup> during the Games to foster children's creativity, communication skills, and teamwork through video production.

Global marketing initiatives include Rio 2016 Olympic and Paralympic-themed television commercials and web campaigns featuring soccer player, Neymar da Silva Santos Júnior (Neymar Jr.), a Panasonic Ambassador since 2010. Panasonic's "Dream FITA Project" is conceptualized around the "Fita do Senhor do Bonfim," a Brazilian wish ribbon/bracelet, and "Sharing the Passion," Panasonic's slogan for the Olympic and Paralympic Games. In the scope of this project, Panasonic provides an online platform to share Neymar Jr.'s passion for the Rio 2016 Olympics as well as enthusiasm of the people throughout the world pursuing their respective dreams. Inside the Stadium of Wonders, a "FITA" machine will be available to print the visitors' dreams in connection to the web campaign.

Panasonic's past sponsorship activities are introduced on Panasonic's Facebook page and official website dedicated to the Olympic and Paralympic Games. During the event, Panasonic will utilize these media outlets to post timely updates of its activities from the ground, to share the passion and excitement of the Rio 2016 Olympic and Paralympic Games with the world.

In addition, Panasonic companies in the world will implement their individual advertising and public relations activities in parallel to the corporate initiatives.

## [Panasonic Facebook Page]

Panasonic / Worldwide Olympic Partner and Worldwide Paralympic Partner

URL: <https://www.facebook.com/PanasonicWorldwideOlympicPartner>

## [Panasonic official website "Sharing the Passion"]

URL: <http://www.panasonic.com/global/olympic.html>

## [Panasonic official website "Dream FITA Project" page]

URL: <http://www.panasonic.com/olympic/rio/dream-fita-project/ja/>

## [Panasonic official website "Kid Witness News(KWN)"]

URL: <http://www.panasonic.com/global/corporate/kwn/contest2016.html>

### Notes:

- \*1: Official Worldwide Olympic Partner under "The Olympic Partner (TOP) "program, the International Olympic Committee's (IOC) highest level of sponsorship program. In the spirit of the Olympic Movement aimed at achieving world peace, Panasonic has contributed to the Games for over 25 years as TOP sponsor in the Audio and Visual Equipment category since the Calgary 1988 Olympic Winter Games when the IOC started the global sponsorship program. Through its technology, Panasonic will continue to contribute to the success of the Olympic Games under the slogan, "Sharing the Passion," to embrace the excitement of the Olympic Games with people around the world. Panasonic has signed a long-term partnership with the IOC through 2024.
- \*2: Panasonic's proprietary communications technology. Optical ID (ID = identifier) signal is an advanced form of visible light communication technology, which utilizes high-speed flashes of LED illuminant to send information.
- \*3: An educational program started in 1989 when Matsushita Electric Corporation of America (currently, Panasonic Corporation of North America) donated video filming and editing equipment to U.S. public elementary and junior high schools to promote video production from the children's point of view.

## About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, enterprise solutions and device industries. Since its founding in 1918, the company has expanded globally and now operates 474 subsidiaries and 94 associated companies worldwide, recording consolidated net sales of 7.553 trillion yen for the year ended March 31, 2016. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic:

<http://www.panasonic.com/global>

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