

Aug 31, 2017

## Panasonic to Showcase Future Lifestyles at IFA 2017

**Osaka, Japan** - Panasonic will exhibit its latest products and technologies at Internationale Funkausstellung Berlin (IFA) 2017 to be held in Berlin, Germany, from September 1 to 6, 2017.

Under the theme of "A Better Life, A Better World," the Panasonic booth will present a wide range of products, from audio-visual equipment and home appliances to beauty appliances that create "a lifestyle people yearn for."

During the exhibition, Panasonic will host Panasonic LIVE@IFA2017, a live video stream broadcast directly from the show floor.

### Main Exhibits in the Panasonic Booth

#### 1. Better Living Tomorrow

The exhibition here represents a lifestyle enriched with Internet of Things (IoT), artificial intelligence (AI) and robotics technologies. Panasonic will introduce the advanced IoT technologies that make day-to-day life more convenient by connecting things within the house as well as with the outside world. Another feature is the AI and robotics technologies that support a variety of aspects of our lives, making the time spent with family and friends more delightful.

##### Collaborative Kitchen

An AI kitchen advisor suggests recipes for various occasions. This Collaborative Kitchen broadens the possibility of a kitchen, with advice provided by cooking research organizations and professional chefs, and by cooking appliances working in concert with the suggested recipes.

##### Educational Partner

This social robot offering a number of services in collaboration with educational institutes encourages children's autonomous growth through interactive play. A built-in camera takes photographs of your children with their spontaneous reactions to the robot, keeping a record of their growth. The robot itself also learns and becomes more intelligent day by day.

##### Movable Fridge + Sake Cooler

Panasonic's Sake Cooler that is connected to a brewery database offers information about each bottle of sake inside and recommends dishes to accompany them. The Movable Fridge here is voice responsive and safely moves around the house without bumping into children or pets. So this autonomous fridge can carry food to the specified location for you.

##### Sustainable Maintainer

This intelligent laundry system automatically identifies the clothes material in cooperation with apparel manufactures and chooses the optimum washing cycle appropriate for dirt level. Not only does it wash and dry, it can fold and put clean clothes into embedded storage.

#### 2. Smart Life

Here Panasonic introduces a wide variety of its "smart" solutions, including a smart city project, called Future Living Berlin, smart energy products, such as storage and fuel-cell batteries and a smart home security service.

### 3. TV + Home AV

This corner showcases Panasonic's 4K products, including TVs, BD players, and LUMIX cameras under the theme of bringing "Hollywood to your home."

#### Products on Display

##### 4K TV

The 77-inch model from the EZ1000 OLED TV series will be unveiled for the first time, and the full lineup of 4K Ultra HD OLED/LCD TVs will be on display. Visitors can compare the design and image quality of different models. They can also find a prototype of the futuristic transparent OLED screen in this corner.

##### SC-GA10 Wireless Speaker System

Panasonic exhibits a set of smart speakers that let listeners enjoy all kinds of music in high quality just by talking to them through Google Assistant, an AI-powered voice agent. Voice control aside, the speakers with a stylish design deliver high quality sound thanks to Panasonic's exclusive audio technology.

##### RP-HTX80 Headphones

The wireless headphones featuring a retro design with four fashionable color variations integrate Panasonic's latest acoustic technology in their large 40 mm drivers.

### 4. Digital Imaging

##### LUMIX GH5, 4K HDR Mirrorless Camera

With a planned firmware update, the LUMIX GH5 will allow for taking 4K HDR images using Hybrid Log Gamma (HLG). This corner gives visitors an advanced look at these 4K HDR images. HLG opens up a new way of enjoying imaging by making it possible to capture bright skies and reflections with more natural gradations and details that was difficult to achieve before, and to enjoy viewing these images on a big screen like Panasonic's 4K HDR TVs. Visitors can also have a hands-on session with the GH5 to try its rich functions.

##### 6K Photography

Visitors can shoot a 6K photo that ensures capturing the "definitive moment" even more beautifully. Photographs can be printed out to take home.

##### Photo Gallery

The gallery shows photographs taken by both professionals and amateurs using LUMIX cameras and submitted through SNSs.

### 5. Personal Care

Here visitors can try out Panasonic's beauty, men's grooming, and oral products.

#### Products on Display

##### Beauty Products

Visit this beauty salon to check Panasonic skincare products, including the new facial steamer (EH-XS01), the enhancer using warm-to-cool technology (EH-XT20) and the cleansing brush (EH-XC10).

##### Men's Grooming Products

Visitors can experience high-quality beard shaving and styling by a professional barber in a modern barber shop setting. From its lineup of men's grooming products, Panasonic exhibits its shaver (ES-LV9N), trimmer (ER-GD60/ER-SB60), and hair cutter (ER-SC60).

##### Oral Products

Touch and try Panasonic's sonic vibration toothbrush (EW-DL83) and a high-power water pressure irrigator (EW1611), along with an introduction video.

## 6. Small Kitchen Appliances

Kitchen appliances - combination microwave oven, bread maker, slow-speed juicer, and blender - will be introduced through an interactive exhibition and workshops hosted by a food blogger and a nutritionist.

### Products on Display

Panasonic's combination microwaves (NN-CS894/NN-GD38), bread maker (SD-ZX2522), blender (MX-S401), and slow-speed juicer (MJ-L600/MJ-L500) are featured. Taste a juice freshly squeezed by the slow juicer at the juice bar. Panasonic's appliances products, including a fridge, will be exhibited - integrated seamlessly with home interiors.

## 7. Built-in Kitchen Appliances

### **Cooking Demonstration**

A German chef will introduce functions of Panasonic cooking appliances that help make professional-quality meals at home, with a special focus on accurate temperature control.

### Products on Display

#### Induction Hobs KY-T937VL, KY-B937SL, KY-B927GF, and KY-B627GB

These induction hobs feature Panasonic's unique "Genius Sensor," an optical heat-control sensor that helps to control the cooking temperature accurately, monitoring infrared radiation from the bottom of the pan. The display uses a skeleton model and video to show the Panasonic's proprietary technology that enables accurate control of the optimum cooking temperature. The T937VL induction hob is equipped with "Advanced Flex coil distribution that adapts to various shapes of pots and pans, and with an easy-to-use TFT LCD touch control panel.

#### 3-in-1 Ovens HL-SX485

This is a compact oven combining the functions of a steamer, convection oven and microwave oven into one, letting a home cook choose any optimal combination according to the menu. The steam function cooks food in a healthy manner, and the inverter-controlled microwave function offers energy-saving quick cooking. The benefits and structure behind these functions will be explained using a skeleton model and images.

## 8. Technics

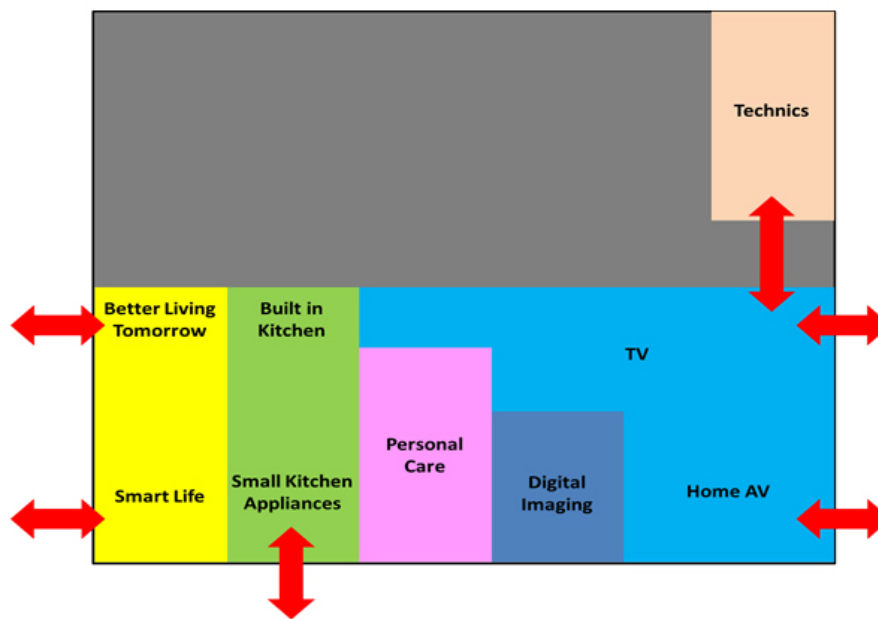
Technics audio lineups will be demonstrated with different sounds and music in three real-life settings. The section will feature a novel music entertainment style presented in Technics' new all-in-one music system, OTTAVA™ f SC-C70. Visitors can also find a prototype of the SP-10R direct-drive turntable Panasonic aims to commercialize in the summer of 2018, along with the history of direct drive motor advancements and the past SP-10 series.

### Products on Display

#### Premier Class Music System OTTAVA™ f SC-C70

This is an all-in-one music system that handles a wide range of music sources, from CD to network audio. The compact, all-in-one system is an integration of Technics' latest technologies and expertise, and offers a rich and powerful three-dimensional sound in a high quality design with smooth operability. Visitors can enjoy a demonstration of an enriched lifestyle highlighted by the excellent quality of the musical sound.

## Booth Layout



## Panasonic Booth at IFA

Period: Friday, September 1 to Wednesday, September 6, 2017

Location: Messe Berlin, Hall 5.2 a/b

Booth size: Approx. 3,300 m<sup>2</sup>

Exhibits: Latest consumer electronics products

## Panasonic LIVE@IFA 2017

Exhibitions and latest products and technologies can be viewed at Panasonic LIVE@IFA 2017.

Panasonic press conference will be streamed live from 15:00 to 15:45 CEST on August 30.

Panasonic LIVE@IFA Special Website: <http://www.panasonic.com/ifa>

Hash tag: #PanasonicIFA

## 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, and B2B businesses. Celebrating its 100<sup>th</sup> anniversary in 2018, the company has expanded globally and now operates 495 subsidiaries and 91 associated companies worldwide, recording consolidated net sales of 7.343 trillion yen for the year ended March 31, 2017. 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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