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## Panasonic to Launch Marketing Activities for the Olympic and Paralympic Winter Games PyeongChang 2018

The company celebrates its 30th Anniversary as a TOP sponsor for the Olympic Games

**Osaka, Japan** - Panasonic Corporation, which supports the XXIII Olympic Winter Games (Olympic Winter Games PyeongChang 2018) and XII Paralympic Winter Games (PyeongChang 2018 Paralympic Winter Games), which will mainly be held in PyeongChang, Korea, as a TOP1 sponsor for the Olympic Games and Official Worldwide Paralympic Partner, today announced that the company will launch a variety of marketing activities in its sponsorship category. Through these activities, Panasonic hopes to deliver the splendor and excitement of sports and help nurture the Olympic and Paralympic Movements.

Panasonic will deliver five PT-RQ32K ultra-high-brightness 4K-compatible projectors to the 8K theater, which will be installed at the International Broadcasting Center (IBC) in PyeongChang by the Olympic Broadcasting Services (OBS) and Japan Broadcasting Corporation (NHK), to support the 8K imaging. Through the initiatives at this theater for showcasing 8K and HDR image quality, which will be the next generation of ultra high precision image quality, for the Olympic Games for the first time, Panasonic will help propose a new competition-viewing style using highly realistic images toward future competitions such as the Olympic Games Tokyo 2020.

Believing in the ideals of the Olympic and Paralympic Movements, Panasonic Center Tokyo is implementing various promotional initiatives. The regular exhibition area on the first floor provides interactive exhibits under the three themes of sports, culture, and education, and implements a wide range of activities at the NEXT<sup>2</sup> Communications event space, in which large numbers of people including children and young people, who will lead the next generation, can take part. Panasonic aims to nurture the Movements from Ariake, a main location for the Olympic and Paralympic Games Tokyo 2020.

In addition to these activities, the Panasonic Center Tokyo will hold a special exhibition during the Olympic Winter Games PyeongChang 2018 in collaboration with the International Olympic Committee. A new section for exhibiting and introducing valuable content related to the Olympic Winter Games PyeongChang 2018 will be established on the first floor that will enable visitors to experience the excitement of the competitions through video and other media.

Over three days from February 22 to 24, Panasonic will implement various events in collaboration with Tokyo 2020 Live Site in 2018, which will be co-held by the Tokyo Metropolitan Government and the Tokyo Organising Committee of the Olympic and Paralympic Games, in the Symbol Promenade Park in Ariake, to amplify the excitement surrounding the Olympic and Paralympic Winter Games PyeongChang 2018 and contribute to supporting the Movement.

Panasonic's past sponsorship activities are introduced on Panasonic's Facebook page and official website dedicated to the Olympic and Paralympic Games. During the Games, Panasonic will utilize these media outlets to post timely updates of its activities from the ground, to share the passion and excitement of the Olympic and Paralympic Winter Games PyeongChang 2018 with the world.

[[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>

- 1.TOP stands for "The Olympic Partner." This is the highest level of Olympic sponsorship. Panasonic has signed a long-term partnership with the IOC through to the Olympic Games Paris 2024.
- 2.The characters of "NEXT" respectively denote new (N), experience (E), cross (X), and technology/the Tokyo 2020 Games (T).

### 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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