

Jan 9, 2018

Panasonic Highlights 100th Anniversary, Future Vision at CES 2018

Panasonic Corporation showcases its latest technologies at CES 2018 in Las Vegas, Nevada

Osaka, Japan - 2018 marks the 100th anniversary of Panasonic's founding. As well as expressing thanks for the company's success over the past 100 years, this year's booth at CES will focus on visual content to introduce the company's future vision that will pave the way to the next 100 years. The booth is divided into four zones - Immersive Entertainment, Connected World, Sustainable Energy, and Integrated Supply Chain - to highlight how Panasonic's proprietary technologies are helping make daily life a better experience and reflect solution categories within the repositioning of the Panasonic brand in the North American region.

Panasonic is also hosting Panasonic Live @ CES 2018, where six specialist social influencers from the entertainment, mobility, energy, and supply chain fields will lead panel discussions via live video broadcast directly from the show floor. Archive videos of the January 8 press conference, in addition to Technics products and smart devices on display at the Tech West venue, will also be featured:

URL: <http://www.panasonic.com/CES>

Hashtag: #PanasonicCES

Main Exhibits at the Panasonic Booth

Vision Area

History & Philosophy	<p><u>Meet Mr. Matsushita - The Founder's Enthusiasm and Imagination</u> A video revealing the past 100 years and management philosophy of Panasonic through the words of founder Konosuke Matsushita.</p> <p><u>Panasonic DNA</u> Panasonic has grown together with advances in home appliances. Through the display of notable products from the history of the company and dynamic projection technology, this exhibit demonstrates how technologies developed through Panasonic's consumer business are incorporated in today's B2B solutions.</p>
Vision Theater	<p>A large screen shows Panasonic's vision for the year 2030 in which it aims to contribute to the improvement of people's lives and society through four key areas: Living Space, Supply Chain, Mobility, and Environment (Energy).</p>
Concept Exhibit	<p><u>Living Space Autonomous Cabin - A future space proposing new value on how to spend time in the car in the age of autonomous driving</u> By 2030, when fully autonomous vehicles are expected to be common, there will be a significant change in how we spend time in the car. This exhibit introduces concepts for comfortable car interiors in the future that can be adjusted to suit four settings - Living Room, Business, Relax, and Entertainment.</p> <p><u>Home X</u> Taking advantage of its portfolio in a wide variety of lifestyle-related products, Panasonic has developed the Home X Project, which aims to create new value in the home experience through user-experience and user-interface design ideally suited to different living spaces. Video presentations will introduce the concept behind Home X and introduce activities of Panasonic β, a new team set up in Silicon Valley to do research into what a home should be.</p> <p><u>Panasonic Environment Vision 2050</u> Georamas and projection mapping demonstrate Panasonic's long-term vision for life in 2050 - one in which society further utilizes clean energy and one where the amount of energy created exceeds the amount of energy used.</p>

Solutions Area

Immersive Entertainment	<p>Using AV solutions and sports analyses solutions anticipated for 2025-2030, Immersive Entertainment offers a completely new entertainment experience.</p> <p><u>Customer Engagement Technologies</u> Panasonic's entertainment-related business provides a full suite of wide ranging solutions that maximize customer value. This exhibit introduces the technologies behind it through visual content and demonstrations.</p> <p><u>3D Projection Mapping</u> The system detects the locations of the objects which will be projected on. Based on the positional information, the system automatically generates images from 3D content from the viewpoint of the projector. This eliminates the need for precise mapping, making projection mapping easier than ever before.</p> <p><u>LinkRay-AR</u> This technology uses the flickering of LED light to send information to your smartphone. You can receive the signals using your smartphone's camera and a dedicated app. This Cloud service displays related information as augmented reality (AR) on top of the image seen through the camera, to improve fan engagement.</p> <p><u>Advanced AV Solutions</u> Panasonic proposes a new form of entertainment that allows for sharing the excitement of live performances with people in remote places. For example, by using a variety of Panasonic's technologies such as 3D scanning, data compression and transfer, and spatial design, a whole town can be turned into a huge stage for a live Augmented Reality performance. Here, visitors can experience an immersive, whole new world of entertainment created with videos, lights and sounds developed in cooperation with Japan's leading entertainment company Avex.</p> <p><u>Smart Venue Solutions</u> Anticipating a time when AR devices will resemble a pair of smart-glasses, this exhibit demonstrates a simulated experience in a future stadium. The ability to project a variety of information into any device and in any situation will enhance the stadium experience.</p>
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<p>Connected World</p>	<p>Connected World introduces the activities of two mobility businesses, automotive and avionics.</p> <p><u>Automotive</u></p> <p><u>Smart Design Cockpit/Smart Vision Cockpit</u> On display are two cockpit system prototypes that are intended for practical implementation in accordance with the progress of Advanced Driver Assistance Systems (ADAS): one for 2020-2023, when so-called "level 2" driver assistance is expected to be widely available; and the other for 2023-2025, when "level 3" will be prevailing. Also on display is a new Range Rover Velar SUV, complete with a Touch Pro Duo dual touch screen system and a windshield head-up-display.</p> <p><u>Scalable ePowertrain Platform</u> Panasonic introduces a compact electric powertrain platform it has developed for small electric vehicles. This energy-efficient and safe powertrain concept features integrated compactness, high efficiency, and flexible scalability. This is designed with a scalable combination of power and motor units in mind to contribute to the advancement of both two- and four-wheeled electric vehicles.</p> <p><u>Avionics</u> Through VR and exhibits of actual airplane seats (business class and economy), this display explains the concept of "travel thread" that integrates all aspects of the passenger experience from pre-flight - while you are still at home - flight to post flight.</p> <p><u>VR Demonstration</u> Demos using VR devices let visitors experience what this travel thread is all about.</p> <p><u>Companion App - Economy seats</u> Companion App allows travelers to completely customize their in-flight experience in advance from the comfort of their own home. This demonstration unveils the app's functions, from reservations of onboard services to choosing and downloading favorite films to watch.</p> <p><u>New Business Class Cabin</u> Visitors can sit back in a new business class cabin adopted by American Airlines and experience the comfort of traveling in seats available only in American's Super Diamond business class.</p> <p><u>Immigration Inspection System</u> Through a partnership with Silicon Valley-based Tascent, Panasonic has developed a new immigration inspection system for use in airports. A camera incorporated in the system scans the passenger's retina to identify the individual, facilitating speedy immigration inspections.</p>
<p>Sustainable Energy</p>	<p>This corner showcases Panasonic's collaborations in lithium ion batteries and solar panels with partners striving to use sustainable energy sources. On display are examples from U.S. partner Tesla and Gogoro of Taiwan.</p>

<p>Integrated Supply Chain</p>	<p>Here the supply chain business defines its future vision for the year 2025 and the essential technologies key to realizing its goals.</p> <p><u>Supply Chain Vision Stage</u></p> <p>Through presentations and videos, this exhibit illustrates a future model for an internet-connected supply chain based on RF-ID, and transformations of business models adapted to changes in society.</p> <ol style="list-style-type: none"> 1. Parallel Link Robot - Remote Inspection of Finished Products Customers can check the exterior of their customized products from remote locations by operating the Parallel Link Robot, which has a camera at the tip of its arm. 2. RF-ID Gate - Delivery Error Detection Reading the information stored in the RFID tag attached to a piece of luggage, the system can quickly and automatically detect a bag delivered in error. 3. RF-ID In-Store Payment - Linked with Facial Recognition An unmanned, cashless future payment system made possible by linking information from the RFID tag attached to the product with personal identification through facial recognition systems. 4. Automated Transport System - Automatic Delivery to Destination A demo shows how the fork-lift robot automatically transports a loaded pallet to its destination while avoiding obstacles. Since it doesn't require special tracks to be pre-installed for the robot to follow, the robot can adapt to any change in layout.
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Booth Layout



Panasonic Booth Overview

Period: January 9 (Tue.) - 12 (Fri.), 2018

Venue: Las Vegas Convention Center (LVCC), Central Hall(#s12401 &12908)

Booth size: 2,508 m²

Exhibits: 1) 100-year history of Panasonic and management philosophy

2) Corporate solutions, latest automotive and avionic devices, solutions

In addition to the main booth in LVCC, exhibits are also located in Tech West.

Tech West

Venue: Sands, Halls A-D(#40060)

Exhibits: One-touch home automation ("eny" smart device), one-touch ID recognition, 3D camera stabilizers

Venue: Venetian Tower (Suites 29-111 & 29-115)

Exhibits: Latest Technics products

Reference Class Direct Drive Turntable System SL-1000R

Reference Class Direct Drive Turntable SP-10R

Press Kit

Download press releases, photos, and videos of the booth at

<http://news.panasonic.com/global/presskits/ces2018>

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 100th 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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