

Sep 6, 2019

## Main Exhibits in the IFA 2019 Panasonic Booth

**Osaka, Japan** – Panasonic Corporation will exhibit its latest exciting products and technologies at Hall 5.2 a/b of the Internationale Funkausstellung Berlin (IFA) 2019 in Germany, from September 6 to 11, 2019.

Centered on the concept of 'A Better Life, A Better World', the Panasonic booth will showcase a wide variety of market-leading products ranging from audio and visual equipment to home appliances and beauty care products.

### [Main Exhibits in the Panasonic Booth]

#### 1. Future Area

Panasonic will present its notion of lifestyles of the near future through state-of-the-art solutions. For example, Panasonic's latest sensing and data analysis technologies will be used in the spaces and equipment of future homes to sense condition of residents based on their daily lives and help them enhance their health and beauty.

The Future Area will therefore feature a showcase where a variety of care is provided for consumers to maintain and enhance the inner and outer wellbeing.

#### ■ Outer Body (Outer Wellbeing)

##### ·TONE: Neck care

The emission of red light that increases moisture and stimulates collagen production based on the skin condition will treat neck wrinkles and sagging skin to maintain a youthful look.

##### ·GROW: Head care

The product identifies the hair condition and improves the blood flow on the scalp and increases the number of hair cells using infrared rays of a specific wavelength to facilitate hair growth.

##### ·WAVE: Scalp care

A comfortable head massage based on the scalp condition or with dry shampoo helps restore a healthy scalp.

##### ·EASE: Skin care while sleeping

Fine steam and invisible infrared rays generated from the headboard based on the skin condition cover the entire face and penetrate the skin. The sensing of the facial position helps maintain skin care even when the user rolls over in his/her sleep.

#### ■ Inner Body (Inner Wellbeing)

##### ·SHOT: Nutrition-based care

The product senses the user's current physical condition based on their daily activity cycle and enables them to make drinks containing the necessary nutrients to further regulate intestinal function and encourage the production of beautiful skin.

## ·LIFT:Food-based care

The automated control of temperatures and pressures effectively bring out the nutrients necessary to maintain health and beauty and enable the cooking of meals according to individual preferences.

For more Information

<https://panasonic.net/design/works/ifa2019/>

## 2. TV

Based on the "Hollywood to your home" concept, Panasonic will present TVs that allow users to enjoy truly cinematic pictures at home. Visitors will learn about the Filmmaker Mode feature, which is able to deliver picture quality true to the directors' creative vision. A dual panel LCD monitor prototype, code named 'MegaCon' (for Mega Contrast), will also be on display, which delivers black performance which rivals that of an OLED TV whilst also being capable of high brightness too and mastering monitor levels of colour accuracy. Another highlight will be the transparent OLED TV prototypes, the result of a conceptual research project by Panasonic and a globally renowned furniture company. These two prototypes are exhibited for reference only.

## 3. Home AV

Visitors can expect a superb Home AV experience, from the sound of the SC-HTB900 high-end Dolby Atmos soundbars that also perfectly blend with a TV's design to the 4K Blu-ray players that support HDR10+ and Dolby Vision. Panasonic will also display a wide lineup including high-quality noise-canceling headphones, and demonstrate the TMAX audio system series, which delivers ultraheavy bass, and clear and extremely powerful sounds.

## 4. Digital Imaging

Three models of the LUMIX S series, including the new LUMIX S1H full-frame mirrorless camera (to be released in September 2019 in Europe) with cinema-quality video, will be on display. This area will also feature the latest lineup of L-Mount lenses, which enable users to achieve high-resolution images, impressive stereoscopic effects and high-quality bokeh that are all strengths of full-frame mirrorless cameras. With a wide line-up of LUMIX S and G series products available, visitors will be able to pick up and test high-end models.

## 5. Personal Care

Panasonic will introduce beauty, grooming, and oral care products that incorporate its distinctive core technologies through product demonstrations and hands-on experiences. The portfolio will include the new ES-LV97 shaver (to be released in October 2019 in Europe), which effectively cuts facial hair close to the roots with five 'Japanese sword technology' blades; nanoe hair dryers, which add moisture and gloss to hair; and oral irrigators, which use an ultrasonic water stream to get rid of dental stains that cannot be removed by brushing alone.

## 6. Small Kitchen Appliances

Based on the "Experience Fresh" theme, Panasonic will introduce kitchen appliances that enable users to readily cook tasty and wholesome meals. There will be areas where visitors can try out a slow juicer to sample fresh and nutritious fruit juices, and taste savory hard crust bread, Matcha green tea bread, or even cakes baked in a bread maker. Cooking demonstrations will also take place throughout the event, which will use a combination of microwave and oven functions as well as steaming and grilling.

## 7. Telecommunication

Panasonic will display a lineup of mobile phones designed for the elderly, which focus on usability, such as simple operation using big buttons, robustness that prevents breakages even when phones are dropped, clear call quality enabled by an equalizer function, and a GPS function, which is convenient for monitoring and looking after your loved ones.

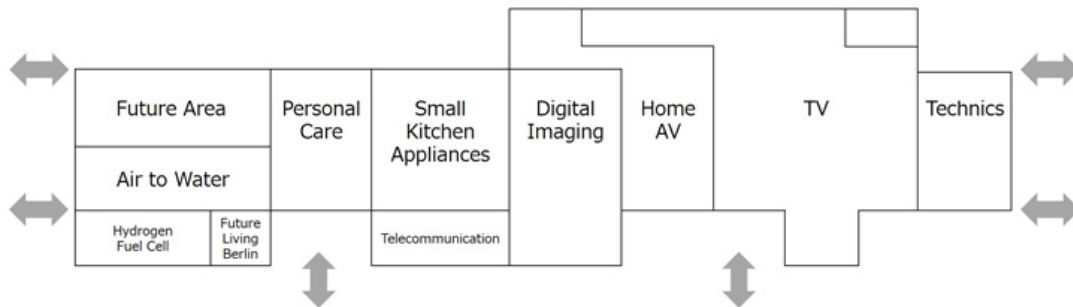
## 8. Technics

Panasonic will exhibit a wide lineup of products, including the Ottawa™ S SC-C30 (to be released in October 2019 in Europe) Chromecast built-in compact stereo system and the latest model of Technics' first built-in stereo headphones, EAH-TZ700 (to be released in November 2019 in Europe). The best acoustic quality was pursued to produce sounds that reverberate and are free from distortion for the EAH-TZ700 by incorporating a newly developed driver that takes advantage of the characteristics of magnetic fluid. The lineup will also include the new EAH-DJ1200 DJ style headphones (to be released in November 2019 in Europe), which ensure both high durability and high-quality sound and deliver the best performance even in a loud environment.

## 9. Air to Water Heat Pump & Hydrogen Fuel Cell Generator

Panasonic is committed to providing clean energy systems to reduce environmental burdens and the IFA booth will showcase its contributions to a decarbonized society. These include the Aquarea Air to Water heat pump which suppresses as much CO2 emissions as possible by heating up water using heat in the atmosphere; and the Hydrogen Fuel Cell Generator in which technologies developed for Ene-Farm residential fuel cells have been integrated and hydrogen is directly supplied (reference exhibit).

### [Booth Layout]



### [Panasonic Booth at IFA 2019]

Period: Friday, September 6 to Wednesday, September 11, 2019

Location: Hall 5.2 a/b, Messe Berlin

Booth size: Approx. 2,500 m<sup>2</sup>

Exhibits: Latest consumer electronics products

## 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. The company, which celebrated its 100th anniversary in 2018, has expanded globally and now operates 582 subsidiaries and 87 associated companies worldwide, recording consolidated net sales of 8.003 trillion yen for the year ended March 31, 2019. 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: <https://www.panasonic.com/global>

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