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**Panasonic to Unveil 'Ideas for Green Innovation and Network
AV Products in New Era' at IFA 2011**

Osaka, Japan - Panasonic Corporation will be exhibiting a broad range of its energy solutions and latest lineup of network-enabled AV products at Internationale Funkausstellung Berlin (IFA) 2011, scheduled to be held at Messe Berlin in Germany from September 2 to 7, 2011.

Panasonic booth will highlight its comprehensive energy solutions and latest network AV products that bring a whole new television experience with VIERA Connect.

Panasonic is aiming to become the "No. 1 Green Innovation Company in the Electronics Industry" by 2018, the 100th anniversary of its foundation. In line with this goal, the Panasonic booth at IFA 2011 will showcase its energy solutions business that offers comprehensive energy solutions for the entire home and entire town around the globe. The company also highlights its latest network-enabled AV offering, from the VIERA Connect IPTV services that bring a whole new television experience to its enhanced Full HD 3D product lineup for homes and professionals.

The Panasonic booth consists of the following three main areas:

<Energy Solutions Zone>

Panasonic will present its main energy solutions products for energy creation (solar panels, fuel cells), energy storage (lithium-ion storage battery systems), energy savings (LED-LCD televisions, heat-pump heaters, LED lighting), and home energy-management systems (HEMS). In particular, Panasonic will propose energy-storage solutions from home use to much wider-scale applications. This area demonstrates Panasonic's initiatives towards realizing a low-carbon society with electric vehicles replacing gas-fueled vehicles, as well as unique energy solutions for homes and towns, including sustainable smart town projects such as Fujisawa Sustainable Smart Town (SST).

<Digital AV Network Zone>

This zone will allow visitors to experience a whole new level of entertainment created through the networking of various AV products around the television. The technologies on display will include a range of applications built for VIERA Connect – a new cloud-based service designed to usher in a new era for television – as well as Digital Living Network Alliance (DLNA) products.

<FULL HD 3D Zone>

Visitors will be able to experience Panasonic's Full HD 3D world comprising its latest 3D products and technologies: for example, a 3D display monument built with 3D plasma displays, including the world's largest 152-inch display; Full HD 3D home theaters that deliver stunning high-quality images, Full HD 3D consumer video recorders; the latest 3D VIERA televisions and Blu-ray Disc recorder/players; sound systems; and 3D projectors. Furthermore, a 3D Shooting Corner will be set up for visitors to try Panasonic's new digital cameras and camcorders.

In addition, an outdoor exhibition space will be constructed to exhibit Panasonic's Life Innovation Container, a 20-foot shipping container that is equipped with technologies including a solar power generation system, storage batteries, and control equipment. This mobile unit is designed to serve as a comprehensive energy solution for use in emergencies or regions without an electrical infrastructure. The corner will introduce Panasonic CSR initiatives as well through which the Life Innovation Containers have been deployed in Indonesia and in the areas affected by the Great East Japan Earthquake of March 11.

Interactive Live Broadcast

Panasonic will be hosting a live and interactive broadcast from IFA to enable people from around the world to share the Panasonic IFA experience and explore a world of innovation. Anyone unable to attend IFA in Berlin can visit the Panasonic stand online, explore the stand via live webcams, and ask product experts questions about the latest Panasonic products and technologies. The Panasonic IFA Live Broadcast will be available across Panasonic's websites and participating Facebook pages.

Panasonic wins in 2 categories at the EISA Awards 2011-2012

Panasonic was named a prizewinner in two different categories at the recent European Imaging Sound Association (EISA) Awards. The award-winning products this year are listed below. Each of these products will be on display at IFA 2011.

- LUMIX DMC-G3 named 'European Compact System Camera 2011-2012'
- VIERA TX-P50VT30E named 'European Plasma TV of the year 2011-2012'

[Panasonic exhibitions website]

- Panasonic IFA 2011 website: <http://ifa.panasonic.eu/en>
- Cybershowcase blog: <http://ex-blog.panasonic.co.jp/exhibition/ifa2011>

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 8.69 trillion yen (US\$105 billion) for the year ended March 31, 2011. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>