

Panasonic ideas for life

2006 Holiday Gift Guide

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“Open me first.” The Panasonic DMC-LX1 Lumix™ 8.4-megapixel digital camera is the first to feature a true 16:9 CCD for taking breathtaking, wide aspect pictures. Movies and many TV shows are in the 16:9 widescreen format. Now your personal pictures can be, too. This camera combines new and enhanced digital imaging technologies with the superiority of Leica optics to create images with extreme warmth, subtlety and expressiveness. Panasonic's MEGA Optical Image Stabilization counteracts blurriness caused by an unsteady hand, so pictures come out crisp and clear — especially valuable when shooting at high zoom ranges or in dim lighting. Model DMC-LX1. MSRP: \$599.95. Editorial Contact: Will Safer, 201-392-6124, saferw@us.panasonic.com.

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Big-screen, high-definition entertainment for the entire family. Come on, we *know* you want one! Panasonic plasma TVs have been dubbed “the gold standard” of televisions. Thin enough to hang on a wall, this brilliant 42" (diagonal) home theater plasma HDTV is capable of displaying 8.58 billion colors with incredible sharpness and clarity. It also features a high 3000:1 contrast ratio and deep blacks for extraordinary depth and realism. The set is equipped with built-in tuners to receive standard TV, high definition broadcasts, as well as a CableCARD™ slot to provide direct access to digital and analog cable programming and premium cable channels where available, without having to connect to a set-top box. Panasonic, the number-one plasma TV brand in America, offers HDTV plasma displays in 37-inch, 42-inch, 50-inch and 65-inch screen sizes, and a 42-inch EDTV (Enhanced Definition) set. Model TH-42PX50U. MSRP: \$2,999.95. Editorial Contact: Jeff Samuels, 201-392-4571, samuelsj@us.panasonic.com.

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Hard disk drive DVD recorder lets you pause and rewind live television, and automatically records your favorite programs with the touch of a button. This unit's 100GB hard disk drive offers users up to 177 hours of recording time. The TV Guide On Screen™ Program Guide makes recording TV programs as easy as using a PVR, only without subscription fees or the need for a telephone line hook-up. And with Panasonic's Chasing Playback recording feature, you don't have to wait until a TV program in progress is finished; you can watch it from the beginning, while continuing to record the live program until the end. Users can also simultaneously record a program while watching another program stored on a disc or the hard drive. The DMR-EH50 can record to DVD-RAM, DVD-R, +R and DVD-RW discs; and can play back DVD-RAM, DVD-R, +R, DVD-RW, +RW, DVD-Audio, DVD-video, video CD, audio CD (CD-DA), and CD-R/RW MP3/JPEG formatted discs. The built-in SD Memory Card slot and SD viewer for JPEG images allows fast, easy networking and file sharing between the DVD recorder and many personal computers and other SD-enabled A/V devices. Model DMR-EH50. MSRP: \$399.95. Editorial Contact: Jeff Samuels, 201-392-4571, samuelsj@us.panasonic.com.

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The industry's first 3CCD SD camcorder. The lightweight, super-portable SDR-S100 camcorder records high-quality MPEG2 video onto SD Memory Cards, and features a high-performance Leica Dicomar lens, 10X optical zoom and Optical Image Stabilization. The SDR-S100's fast response time and rugged, shock-resistant design also make it the perfect "take-anywhere" camcorder for spontaneous shooting. The SDR-S100 records in the 16:9 aspect ratio, the same configuration as widescreen TVs. Shots can also be framed for viewing on a conventional 4:3 TV as well. The SDR-S100 SD camcorder comes with a 2GB* SD Memory Card capable of holding approximately 100 minutes of MPEG2 video (recorded in LP mode.) Model SDR-S100. MSRP: \$1199.95. Editorial Contact: Martha Whiteley, 201-348-7781, whiteleym@us.panasonic.com.

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A video lover's dream come true: Panasonic's dual deck DVD recorder with built-in VCR.

The Panasonic DMR-ES40V records and plays video tapes and DVDs, and lets you transfer your old VHS tapes to a DVD disc with one touch of a button. It can record to DVD-RAM, DVD-R, +R and DVD-RW discs; and can play back DVD-RAM, DVD-R, +R, DVD-RW, +RW, DVD-Audio, DVD-video, video CD, audio CD (CD-DA), and CD-R/RW MP3/JPEG formatted discs. The DVD-RAM format lets you simultaneously record a TV program onto a disc while watching another program stored on the same disc. And, with the Chasing Playback recording feature, you don't have to wait until a TV program in progress is finished; you can watch it from the beginning, while continuing to record the live program until the end. Model DMR-ES40V. MSRP: \$299.95. Editorial Contact: Jeff Samuels, 201-392-4571, samuelsj@us.panasonic.com.

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Batteries... on steroids. To keep those gadgets going, don't forget the batteries! Today's electronic products demand reliable, long-life batteries, and Panasonic Oxyride™ Extreme Power™ batteries offer first-of-its-kind technology specifically designed for the digital era. The first real change in consumer batteries in forty years, Panasonic's Oxyride AA and AAA size batteries are a powerful, new energy source for today's high-drain portable digital cameras and family picture taking. In independent lab testing, new AA-size Oxyride cells lasted twice as long as alkaline cells in digital cameras, resulting in more than double the amount of pictures and more rapid flash recovery. (See product web page for packages and pricing.) Editorial Contact: Bill Pritchard, 201-348-7182, pritchardw@us.panasonic.com.

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Panasonic's portable DVD player eliminates painful "Are we there yet?" syndrome.

Offering up to 6 hours of playback, this portable, multi-format DVD player makes long car or plane trips a lot more entertaining. Its 9" diagonal widescreen LCD adjusts to multiple angles for comfortable viewing. It can play many different video and music formats, including DVD-RAM/-R/-RW and DVD+R/+RW discs, audio CDs and CD-R/RW MP3/JPEG/WMA formatted discs. It does double duty as a home DVD player, too. Use the A/V output to connect the unit to your TV. It even has an optical digital audio output so you can hook it up to your surround sound receiver and play Dolby Digital® and DTS® soundtracks. PLUS: See Panasonic's [mail-in offer](#) for FREE noise canceling headphones and a carrying case, for purchases made between 10/2/05 — 12/31/05. Model DVD-LS90. MSRP: \$399.95. Editorial Contact: Jeff Samuels, 201-392-4571, samuelsj@us.panasonic.com.

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Digital cordless phone and answering system with Talking Caller ID capability lets you use up to eight handsets.

Panasonic's expandable KX-TG5576M 5.8 GHz GigaRange® system lets you put up to 7 additional optional Panasonic handsets all around the house without additional wiring or complicated setup. You just need one phone jack for the base unit. With Talking Caller ID*, you don't have to get up to see who's calling — the phone will tell you, with true text-to-speech technology used in conjunction with your Caller ID* service. The unit features a digital answering system, and Frequency-Hopping Spread Spectrum Technology for long range, incredible clarity and improved security against eavesdropping. The unit even allows you to record any song from a CD player and use it as your customized ringer. The full color LCD on the included handset can be personalized with wallpaper or downloaded images. The handset's antenna lights up in selectable colors to alert you to an incoming call (or flashes for message waiting*). Model KX-TG5576M. MSRP: \$179.95. Editorial Contact: Kalia Farrell, 201-392-6159, farrellk@us.panasonic.com.

**Requires subscription to telephone company services for a fee.*

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Enjoy home and portable music entertainment with this SD micro system/digital audio player package. Panasonic's SC-PM71SD micro system is the industry's first home audio system capable of recording and playing music from an SD Memory Card. Enjoy your favorite music from a variety of digital sources and transfer tunes onto an included 1GB SD Memory Card. You can also record tapes or radio programs. The system comes with its own companion portable digital audio player so you can take your music wherever you go. The SC-PM71SD features a 5-CD player, 4X high-speed CD to SD Memory Card recording, SD audio and CD-R/RW, MP3, WMA playback, and more. The accompanying portable audio player features an attractive mirror finish and a consumer-replaceable, rechargeable battery. Model SC-PM71SD. MSRP: \$399.95. Editorial Contact: Martha Whiteley, 201-348-7781, whiteley@us.panasonic.com.

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De-stress your holidays with the massage lounge approved by the American Chiropractic Association and the Acupressure Institute.

Experience real massage therapy in your own home. Panasonic's Swede-Atsu™ Wave massage lounge, approved by the American Chiropractic Association (ACA) and the Acupressure Institute, was recently named a "best buy" by a leading consumer magazine. Recreating the movements of a professional massage therapist, the Panasonic massage lounge provides outstanding, deep-tissue relief using a combination of authentic Swedish and Shiatsu style massage techniques. Users can custom-design a massage program specifically for their individual needs, choosing the type, strength, and focus of the massage. Panasonic offers a variety of massage lounges for individual needs and budgets. Model: EP-1272. MSRP: \$2,499.95. Editorial Contact: Bill Pritchard, 201-348-7182, pritchardw@us.panasonic.com.

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