

**Editorial Contacts:**

Jim Reilly  
Panasonic  
201-392-6067  
reillyj@us.panasonic.com

William Pritchard  
Panasonic  
201-348-7182  
pritchardw@us.panasonic.com

**PANASONIC HIGHLIGHTS BROAD NEW LINE-UP  
OF DIGITAL PRODUCTS AND TECHNOLOGIES  
AT 2006 INTERNATIONAL CES**

**LAS VEGAS, NV (January 4, 2006)** – In 2006, Panasonic will continue to deliver on its “Ideas for Life” brand concept, introducing a wide variety of innovative digital products and technologies at the 2006 International CES — from next-generation plasma TVs and digital cameras, to feature-packed DVD recorders and new home-networking technologies.

“At Panasonic, we look to create products that truly make a difference in peoples’ lives,” said John Iacoviello, Senior Vice President, Product and Marketing for Panasonic Consumer Electronics Company. “This is what we mean when we say we take ideas from life, for life.”

**Panasonic: America’s Favorite Plasma TV Brand**

Throughout 2005, the Panasonic brand dominated the plasma display market. Last year, one of every two plasmas sold in the U.S. carried the Panasonic name and the company led the industry with the top three and four best-selling models month after month. Building on this success, the company today unveiled its 2006 flat-panel TV line, including six new HD plasma TVs, led by a flagship 1080p 65-inch (diagonal) screen model. The next-generation plasmas are joined by new LCD, LCD rear-projection and DLP models.

With a new factory that started production last November, Panasonic now has the greatest plasma panel display production capability in the world — up to 5 million panels a year — and expects to step up its market share even further in 2006.

“In 2006 we continue to focus our commitment on making 16:9 high definition more available to a broad consumer market, with flat-panel technologies and screen sizes that meet market demands,” said Iacoviello.

### **Multi-Format DVD Recorders Broaden Entertainment Options**

Last year, Panasonic received top honors from a number of leading consumer magazines for several of its 2005 DVD recorder models. Building on this recognition, Panasonic debuts six new DIGA™ DVD recorders that live up to the high standards consumers have come to expect from the brand.

The 2006 DVD recorders offer enhanced compatibility with personal computers and DVD players. In addition to offering all the benefits of the DVD-RAM format, like simultaneous recording and playback, random access, Chasing Playback and on-disc editing, the new models feature expanded multi-format recording and playback capability, enabling consumers to enjoy all their DVDs and CDs, no matter which format they choose. The new models accommodate DVD-RAM, DVD-R, +R, DVD-RW, and +RW. Like their predecessors, the new recorders also play back DVD-Audio, DVD-video, video CD, audio CD (CD-DA), and CD-R/RW MP3/JPEG formatted discs. The new models also feature an SD Memory Card slot, DV input, and new, easy operation that allows consumers to transfer content from a DVC camcorder or SD card in one easy step.

### **Audio: Wireless Home Theater for Unbounded Enjoyment**

In audio, the success of its 2005 rear wireless-ready home theater systems has encouraged Panasonic to introduce enhanced wireless functionality and new audio and video features that enrich the home theater experience into its 2006 line-up. For instance, a new Second Room Wireless Transmitter/ Receiver sends audio signals from the receiver to another room, expanding consumers' audio enjoyment.

### **HDMI And HDAVI: Fast, Easy Connection and Control**

Incorporated into the company's new TVs, home theater systems and DVD recorders, the new HDMI connection standard and enhanced HDAVI-Control function are integral parts of Panasonic's solution focused approach. HDMI offers the fastest, easiest digital connection solution for consumers, delivering crystal-clear digital audio and high-definition video via a single cable. The new HDAVI function enables the user to control multiple Panasonic home theater audio and video component input selection and activation with the touch of a single button on one remote.

### **Panasonic Makes Lifestream a Reality**

In 2005, Panasonic introduced the concept of Lifestream: a culture of whole-life connectivity, with technology that provides instant access to all the things that are important to people, whenever and wherever they desire, and networked products designed to provide comfort, safety, productivity and entertainment in ways that enrich everyday life.

This year, Panasonic takes that idea from concept to reality with the debut of the BL-PA100 HD-PLC Ethernet Adaptor, a revolutionary product that makes home networking as simple as plug and play. The user simply plugs the adapter into any normal AC outlet to create a powerful, broadband network from nearly anywhere in the home in a matter of seconds, via existing home power lines. Now consumers can connect A/V products, computers, printers and other devices to a unified network, and enjoy exceptional high-definition video content, music playback, Internet gaming, VoIP phone service, video monitoring and more... without the need for additional cables or expensive re-wiring.

More CES Highlights:

- A new Lumix™ line of digital still cameras, leading the digital imaging world with Leica optics and MEGA Optical Image Stabilization;
- New digital camcorders, including three 3CCD models and four DVD camcorders;
- New, improved Oxyride™ Extreme Power™ batteries, proven to deliver longer battery life and best value-per-picture than alkaline batteries when used in digital still cameras;

- A cordless phone that uses both Bone Conduction technology to improve conversations for hearing-impaired users as well as integrated speech synthesis to assist low-vision users;
- Multifunctional mobile entertainment products featuring connection capabilities to iPod, XM and Sirius satellite radio and Bluetooth devices;
- Network cameras that allow users to monitor remote locations from nearly anywhere in the world via the Internet;
- Blu-ray Disc technology: Panasonic demonstrates this next-generation optical disc format for high-definition video and high-capacity software applications.

For press releases on all of Panasonic's CES announcements and product introductions, please visit [www.panasonic.com/pressroom](http://www.panasonic.com/pressroom) and check back frequently as updates are added continuously throughout the show.

#### **About Panasonic Consumer Electronics Company**

Based in Secaucus, N.J., Panasonic Consumer Electronics Company is a Division of Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co. Ltd. (NYSE: MC) and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. Information about Panasonic products is available at [www.panasonic.com](http://www.panasonic.com). Additional company information for journalists is available at [www.panasonic.com/pressroom](http://www.panasonic.com/pressroom).

Digital Light Processing, DLP, the DLP logo, and the DLP medallion are trademarks of Texas Instruments.

iPod is a trademark of Apple Computer, Inc., registered in the U.S. and other countries.

The Bluetooth word mark and logo are owned by the Bluetooth SIG, Inc and any use of such marks by Matsushita Electric Industrial Co., Ltd. is under license.

XM is a registered trademark of XM Satellite Radio Inc.

Sirius and the Sirius dog logo are registered trademarks of Sirius Satellite Radio Inc.

- ### -