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**PANASONIC INTRODUCES NEW OUTDOOR-USE NETWORK CAMERAS,
INCLUDING WIRELESS MODEL**

***Cameras With Built-In Web Servers Allow Remote Monitoring Of
Homes Or Businesses, Indoors And Outdoors, Via The Internet***

INDIANAPOLIS, IN (September 4, 2003) — Built to allow easy outdoor monitoring, Panasonic's KX-HCM230 and KX-HCM270 network cameras allow users to keep an eye on the exteriors as well as interiors of their homes or workplaces from virtually anywhere in the world, via the Internet.

The KX-HCM230 and KX-HCM270 network cameras can broadcast high-quality 640 x 480 live video for remote viewing from a network-connected PC¹, or for distribution over a network or the Internet.² Offering flexible mounting options, the compact, lightweight cameras can be placed wherever there is an Ethernet connection (or router) and a power source, requiring no direct PC connection. The KX-HCM270 adds wireless operation. It works with any 802.11b-compatible router or hub and an AC source. Model KX-HCM230, has a manufacturer's suggested retail price (MSRP) of \$749.95. Wireless model KX-HCM270 has an MSRP of \$999.95. Both models are currently available.

"Panasonic's network cameras provide an easy way to set up a monitoring system as simple or as sophisticated as needed, indoors or out," said Mike Timar, National Product Manager of Facsimile and IP Products, Panasonic Communications and Home Office Electronics Division. "The cameras can connect to standard optional security devices, such as a motion sensor or smoke detector. You can program the camera to email you an "alarm" should one of these devices be triggered. Or, you can connect the camera to a door opener to allow access to certain people when you are not home."

Each camera features a built-in web server and its own web page where automatically uploaded images can be viewed. To remotely view live images on a PC, simply open a standard web browser and type in the camera's Internet address. The images can be viewed from virtually any Internet device, even on the LCD display of an Internet-enabled cell phone or PDA.³

Users can also program the cameras to automatically send images to them via e-mail, anywhere in the world, at designated intervals. Control software (TCP/UDP) and e-mail software (SMTP) are included.

Both cameras feature remote tilt and pan control from a web browser, allowing users to view different angles.

For multiple camera installations, the Multi-Image Display feature lets users view images from up to 4 different cameras simultaneously.

Panasonic network camera consumers can choose to subscribe to the optional Myeyecam.com service. It provides a convenient, personalized, permanent Internet address for accessing images via the Internet. The Panasonic network cameras already contain special, embedded software for the Myeyecam.com service that is ready to be activated. With this service, users need not worry about having a static or dynamic Internet address, remembering numerical addresses assigned by their Internet providers, rebooting network servers, or changing Internet providers.

Panasonic network cameras are marketed in the United States by Panasonic Consumer Electronics Company. The company is a division of Matsushita Electric Corporation of America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd., (NYSE:MC) of Japan, one of the world's largest producers of innovative electronic and electric products for consumer, business and industrial use. Media can access press releases via the Panasonic Pressroom web site, www.panasonic.com/pressroom, or through the company's toll-free fax-back system at 888-734-7490.

MODEL	AVAILABILITY	MSRP
KX-HCM230	June 2002	\$749.95
KX-HCM270 Wireless	June 2002	\$999.95

1 Operating system: Windows® 95, Windows® 98, Windows® NT4.0, Windows® 2000. Network protocol: HTTP, FTP, SMTP, TCP, UDP. Web browser: Internet Explorer® 5.0 or later, Netscape Navigator® 4.7 or later.

2 Connecting the camera to the Internet requires Internet Access and may require that you obtain additional hardware such as a cable or DSL modem, or a hub or router with a 10Base-T Ethernet connection. You may also need to subscribe to an Internet name service. The camera will not be accessible from across the Internet unless the Internet connection is active. We cannot guarantee that your Internet connection will always be available. The frame rate of the motion image viewed across the Internet is dependent upon the uplink speed of the Internet connection and other factors. Internet viewing may involve some time delay.

3 To access the camera from a handheld, the handheld must have Internet access (or local area network for local access), and a web browser capable of displaying JPEG images. Viewing motion images requires an ActiveX Plug-in.

All prices are in U.S. dollars.

Specifications are subject to change without notice.

Myeyecam is an optional service with an annual subscription fee.

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