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For immediate publishing

PANASONIC INCREASES P2HD LEADERSHIP IN EUROPE

More European broadcasters choose true IT solution over other alternatives

Wiesbaden, Germany, 11th September, 2009: At IBC 2009 in Amsterdam, Panasonic Broadcast and IT Systems (PBITS) Europe will highlight the growing adoption of its P2HD technology by European broadcasters. In 2009, a number of high-profile broadcasters in Europe have adopted P2HD, including the leading private Italian broadcaster Mediaset for its News gathering, Slovakia's TV Markíza, Romania's RCS and Danish TV2 (Bornholm, Nord, Midt/Vest) and Spanish Canal Sur Televisión and Castilla la Mancha Televisión.

Since the launch of P2HD in Europe in 2004 now more than 125 key European broadcasters enjoys the benefits of Panasonic's P2HD technology.

"Panasonic reinforces the value of P2 as a true IT based solution. The use of P2 represents a strategic technology choice for the broadcaster and brings together the benefits of high image quality, exceptional reliability, maximum content flexibility and efficient workflow across the recording process. As IT technology becomes more widespread, Panasonic remains committed to the development of P2 card technology to provide the best user experience and to offer the fastest solid state media solutions on the market," explained Jaume Rey, PBITS Director.

As a purely IT based proposal, P2 differs from other tapeless solutions which continue to rely on tape-styled workflow processes where digital media is transferred physically during the production process. The P2 system requires a single data ingest from the P2 card, allowing the content to be transferred and distributed freely across the IT system.

“The difference between P2 and other systems is conceptual. A growing number of broadcasters today understand that to benefit from a solution that is truly IT based, P2 is the only real option open to them,” continued Rey. “We are enjoying steady P2 adoption by production companies and broadcasters across Europe as they see the value it offers as a future-proof solution for everything from news gathering and reporting to blockbuster movies. Many are investing today in a technology that will provide tangible benefits in terms of cost, ease-of-use and scalability far into the future.”

With an application across the entire spectrum of broadcast and production, Panasonic is seeing interest in P2HD for use in all kinds of media from news to cinema productions such as Spain’s most watched cinema film in 2008, ‘Rec’, which was recorded using P2.

Panasonic’s latest P2 16, 32 and 64 GB cards provide the fastest solid state media recording in the world in a Personal Computer Memory Card International Association (PCMCIA) format.

For more information, please visit Panasonic at its IBC **Stand # 9.D18** in Hall 9 or visit www.panasonic-broadcast.com

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About Panasonic

The Panasonic Corporation is a world leader in the development and manufacture of electronic products for a broad range of consumer, commercial and industrial applications. The company, based in Osaka, Japan, reported net consolidated earnings of 7 770 billion Japanese yen (roughly 78.4 billion American dollars) for the financial year ending 31 March 2009. The company is listed on the Osaka, Nagoya and New York (NYSE: PC) stock exchanges. More information on Panasonic, the company and brand, can be found at the website <http://panasonic.net>

About PBITS

Panasonic's Professional & Broadcast IT Systems Business Unit is part of Panasonic Audio Visual and Computer Systems Europe (PAVCSE), a division of Panasonic Marketing Europe GmbH. The company is a leader in the development of video formats and core products for broadcast and professional AV, including camera-recorders, video recorders, monitors and mixers. Panasonic's P2HD systems provide the reliability of solid-state production with immediate connectivity to existing IT infrastructures, allowing for completely IT workflows. www.panasonic-broadcast.com

About P2 HD products

P2 HD solid-state products offer the possibility of high-definition recording without mechanical wear and environment-related limitations as are typical for tape, hard disk and optical disk-based systems. P2 HD guarantees extreme reliability, especially in demanding conditions of extreme temperature ranges, impacts and vibration. P2 HD products bring significantly lower maintenance costs, longer operating life, and instant access to video recordings (without the need for digitisation, filing to memory with descriptors for later search or any need to create proxy video files) and to metadata. P2 HD offers the reliability of production based on solid-state technology, instant possibility for connection with existing IT infrastructure, as well as speed, ease of use and portability of P2 cards, as well as compatibility with top-end non-linear editing systems.

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