



Panasonic ideas for life

news

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MULTI- GRAMMY® AWARD WINNING SOUND ENGINEER & PANASONIC ELS SURROUND® PREMIUM AUDIO SYSTEM COLLABORATOR WORKS WITH THE EAGLES ON *LONG ROAD OUT OF EDEN*

Elliot Scheiner mixed band's first studio album in 28 years

Southfield, Mich. (January 14, 2008) — Elliot Scheiner, a collaborator for Panasonic Automotive's premium audio brand – "ELS Surround" – worked with the iconic rock band the Eagles, on their triple platinum release, *Long Road Out of Eden*. Scheiner mixed the album at Doghouse studios in Los Angeles. Scheiner has a longstanding relationship with the Eagles, including an Emmy® Award for his work with the band on their 2004 farewell tour broadcast.

The album debuted at No. 1 in the United States, the United Kingdom, Australia, New Zealand, Netherlands and Norway, and the single, "How Long," has been nominated for a Grammy Award for Best Country Performance By A Duo or Group With Vocals.

Scheiner has worked in the recording industry for more than 40 years and is considered to be one of the leading studio recording and mixing authorities. He initially collaborated with Panasonic in 2003 to develop the first "ELS Surround" Premium Audio System designed specifically to bring studio sound to the automobile. The system is branded after his industry-recognized moniker "ELS."

In addition to the Eagles, Scheiner has worked with a veritable "Who's Who" in the music industry, including Beck, B.B. King, Van Morrison, Fleetwood Mac, Aerosmith, Steely Dan, REM, Faith Hill, Queen, Sting, Van Morrison and Foo Fighters. He was awarded the 2007 Grammy Award for Best Surround Sound Album for the mixing of

Donald Fagen's *Morph The Cat* and is nominated for a 2008 Grammy Award in the Best Engineered Album, Non-Classical category for the Deborah Cox release *Destination Moon*.

The "ELS Surround" Premium Audio System made its debut in the Acura TL[®] sedan and also is available in the Acura MDX[®] and Acura RDX[®] crossover SUV's. For more information about Elliot Scheiner and ELS Surround visit www.elssurround.com.

About Panasonic Automotive Systems

Based in Peachtree City, Georgia, and with Detroit-area operations located in Southfield, Mich., Panasonic Automotive Systems Company of America is a division of Secaucus, New Jersey-based Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Osaka, Japan, one of the world's leading developers and producers of innovative digital and other electronic products for consumer, business and industrial use. Panasonic Automotive Systems Company of America also acts as the North American operating company of Panasonic Automotive Systems Company, a division of Matsushita Electric Industrial Co., Ltd., which coordinates global automotive industry systems and components operations. For more information on Panasonic and Matsushita Electric, visit www.panasonic.com.

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