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PANASONIC HD VISUAL COMMUNICATIONS SYSTEM TO BE SHOWCASED AT INFOCOMM AND WORLD INNOVATION FORUM

Flexible, Scalable Full HD System Enables True Business Collaboration for a Wide Range of Applications including Manufacturing, Education, and Healthcare

LAS VEGAS, NEVADA & NEW YORK (June 8, 2010) – Businesses looking for environmentally-responsible productivity and collaboration tools can get an in-depth look at Panasonic's KX-VC500 [HD Visual Communications System](#) at InfoComm June 9 – 11 in Las Vegas. With Full HD video and 360° full duplex HD audio, the HDVC system leapfrogs the collaboration capabilities afforded by conventional [video conferencing](#) systems, providing businesses and institutions with a genuinely viable alternative to business travel.

Live demonstrations of [Panasonic's HD Visual Communications System](#) will also be conducted at the World Innovation Forum in New York on June 8-9. Panasonic is the official Video Conference Sponsor of the event, which is being held at the Nokia Theatre.

"With Panasonic's HD Visual Communications System, businesspeople can easily and naturally bridge distance and time zones without the risk of air travel disruptions, such as the recent volcanic ash cloud over parts of Europe," said Bill Taylor, President of Panasonic System Networks Company of America. "This is not just a conference phone with video; it's an innovation that replicates the experience of being in the same room with your remote colleagues."

According to Mr. Taylor, what truly separates the Panasonic system from competitive products is its flexibility, scalability and ease of use. It allows for Full HD images to be displayed on a wide range of HD monitors, from desktop LCDs all the way up to a 152-inch class HD Plasma display, or even projected with an HD projector on a large screen at a conference presentation or an educational institution. The system also allows for multiple HD cameras to be utilized, so a second camera can zoom in and share detailed images of solder joints, chips on printed circuit boards, manufacturing lines, or even close-up details during medical procedures. A third option allows full-motion, high-resolution video and other file sharing to be transmitted over the system from connected laptops.

"The extraordinary resolution of this system allows you to share details that can't be easily seen with the naked eye, even by people who are present in the same room," Mr. Taylor explained. "Imagine a medical professional being able to collaborate with a remote expert on a difficult patient diagnosis that would otherwise require an in-person evaluation. Or an engineering team being able to share the finest details of a design or schematic with a remote production team. The mobility provided by our secondary portable HD cameras and the scalability of this system are potential game-changers for a variety of applications, opening up a broad spectrum of new collaborative possibilities in healthcare, education and manufacturing, to name just a few."

Additionally, the system employs H.264 video compression technology and requires roughly half the bandwidth of competitive systems.

A complete HD Visual Communications System is comprised of a main system unit (the codec), a Panasonic 50-inch Full HD VIERA® Plasma TV, two HD Video Cameras, a 360° HD Audio microphone, a VPN Router and an intuitive Remote Control, along with standard cables and

accessories. The system includes on-screen guidance and one-touch memory keys for frequently called conference locations and also includes both on-site and remote technical support from Panasonic.

InfoComm attendees are encouraged to visit Panasonic Booth #C4555 in the Main Hall of the Las Vegas Convention Center for a live demo of the HD Visual Communications System. At the World Innovation Forum, demonstrations will run continuously in an area adjacent to the main auditorium at Nokia Theatre. Interested parties can also schedule a regional presentation or acquire additional information on the system at www.panasonic.com/hdvc.

About Panasonic System Networks Company of America

Based in Secaucus, NJ, Panasonic System Networks Company of America is a unit of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: [PC](#)). A comprehensive business-to-business solutions provider, the company develops and delivers reliable, affordable, and flexible solutions for communication, collaboration, security and productivity. The complete suite of solutions addresses home and business communications, security and surveillance systems, retail information systems, office productivity solutions, and high definition visual conferencing, keeping Panasonic customers connected informed, accessible and secure. Information is available at www.panasonic.com/psna. Additional company information for journalists is available at www.panasonic.com/pressroom.

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