

[History] PanasonicのUDの歴史

History of Panasonic UD

Panasonicが守り続けているUD方針に基づいた「人にやさしいモノづくり」は、これまでもこれからも続いていきます。

Panasonic is committed to "user-friendly manufacturing" based on its long-standing UD policy.

'90~ '94~ '97~ 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

「ナイス・エイジ・フリー事業」推進
Promoting "NAIS Age Free Business"

高齢者・障がい者にもやさしく「バリアフリープロジェクト」推進
Promoting Barrier-Free : "Easy-to-Use for the Elderly and the Physically-Challenged"

人にやさしい商品づくり「フレンドリープロジェクト」推進
Company Wide Initiative: "Creating People-Friendly Products"



座・シャワー
● グッドデザイン賞第1回UD賞
● IAUDアワード金賞

Sit-down Shower
Achieved the effectiveness of a bath from a shower, with less burden on the body.
● Universal Design Prize from Good Design Award
● IAUD Gold Award



IHクッキングヒーター
● キッズデザイン賞

IH Cooktop
Cooktop rings illuminate for safety when turned on.
● Kids Design Award



ななめドラム洗濯乾燥機
● グッドデザイン賞金賞 ● IF賞

Tilted Drum Washer/Dryer
Load & remove laundry in a comfortable position.
Saves water.
● Good Design Gold Award
● IF Product Design Award

ファクス送信など操作手順を、光と音声で案内
パーソナルファクス
Personal Fax
Voice and light guidance for faxing and other operations.



LEDネックライト
● キッズデザイン賞優秀賞
● IF賞金賞 ● UD賞
● IDEA金賞

LED Neck Light
The flashlight is worn around the neck, freeing both hands. When forcefully pulled, it unfastens for safety.
● Kids Design Excellence Award
● IF Product Design Gold Award
● Universal Design Prize
● IDEA Gold Award



LEDクリア電球タイプ
● IF賞金賞 ● UD賞
● IDEA金賞
● グッドデザイン賞金賞

LED Clear Light Bulb
The bulb facilitates switching to LED's because it has the same familiar shape and color as conventional bulbs that many people are accustomed to.
● IF Product Design Gold Award
● Universal Design Prize
● International Design Excellence Award (IDEA) Gold Award
● Good Design Gold Award

指はさみ防止機構で、小さなこどもを指はさみ事故から守る
クローゼット扉
● キッズデザイン賞

Closet Doors
Prevents children's fingers from getting caught.
● Kids Design Award



Wヘッドアイロン
● IAUDアワード銀賞

Cordless Steam Iron
The multi-directional soleplate helps eliminate creases and wrinkles. The centrally balanced design reduces burden on the user's arms and shoulders.
● IAUD Silver Award



LED電球
● IF賞金賞 ● UD賞
● IDEA金賞
● グッドデザイン賞金賞

LED Clear Light Bulb
The bulb facilitates switching to LED's because it has the same familiar shape and color as conventional bulbs that many people are accustomed to.
● IF Product Design Gold Award
● Universal Design Prize
● International Design Excellence Award (IDEA) Gold Award
● Good Design Gold Award

ケーブル1本でかんたん接続
リモコンひとつで「録る」「見る」「聴く」が手軽に楽しめる
ビエラリンク
VIERA Link
Easy connect with one cable. "Record", "watch" and "listen" with one remote.



冷凍冷蔵庫
Refrigerator
The "low waist line" feature and "fully open drawers" makes it easy to use for the entire family.



全自動おそうじトイレ
● UD賞
● IAUDアワード銀賞

Automatic Cleaning Toilet
A new material that repels dirt, and bubble washing feature for easier cleaning. The arm rests offer support for the user.
● Universal Design Prize
● IAUD Silver Award

「パナソニック」へ社名変更・ブランド統一
Changed the corporate name to Panasonic and unified the brand

大・中・小3段階のノズルが、フットスイッチで腰を屈めずに着脱できて体の負担が少ない
掃除機親子孫ノズル (海外向)
● UD賞

Easy Release Nozzle
Vacuum nozzle has three tiers (large/medium/small), so that the user does not have to bend over to switch between nozzles by foot switch.
● Universal Design Prize



テレビを選局した際や番組表使用時に、放送局名、タイトル等を音声で読み上げ
音声読み上げ
● Inclusive Design Award
英国王立盲人擁護協会 (RNIB)
● IAUDアワード銀賞

Voice Guidance System for TV
Voice Guidance System calls out the station, title of the show, etc. when selecting a channel or using the TV program guide.
● Inclusive Design Award
The Royal National Institute of Blind People (RNIB)
● IAUD Silver Award



使いやすい機能とこだわりのデザインをかたちにした、新しい統一コンセプトの家電シリーズ
Jコンセプトシリーズ
● IAUDアワード金賞

J Concept Series
This series developed with emphasis on functions and design.
● IAUD Gold Award

単1形から単4形までの電池がどれも使え、コンパクトなボディに大型ハンドルが使いやすいLEDライト
電池がどれもライト
● キッズデザイン賞特別賞
● グッドデザイン・ベスト100 ● IAUDアワード銀賞

Any-battery light
LED light compatible with any battery size from AAA to D, featuring a compact body and large handle for ease of use.
● Kids Design Award - Special Award
● GOOD DESIGN BEST 100
● IAUD Silver Award



リモコンに操作したい言葉を話すことで、チャンネル切換えなどの基本操作、番組やインターネットの検索、録画予約が手軽にすばやくできる
音声操作
● IAUDアワード

Voice Control
Users can easily and quickly switch channels and carry out other basic operations, search for TV programs, surf the Internet, and program recordings by speaking into the remote controller.
● IAUD Award



本体質量2kgで、高齢者でも楽に掃除ができる紙パック方式掃除機
軽量掃除機
● グッドデザイン・ベスト100
● IAUDアワード

Lightweight vacuum cleaner
Bag-type vacuum cleaner weighs just 2kg, making it easy even for elderly people to use.
● GOOD DESIGN BEST 100
● IAUD Award



手すりや収納棚がひとつになった、機能と空間の美しさを兼ねた浴室用の新しい手すり
おきらく手すり
● IAUDアワード金賞

Handrail For Bathroom
New handrail with an integrated storage shelf in one unit, offering both functionality and spatial beauty for bathrooms.
● IAUD Gold Award

