

MEDIA RELEASE

Panasonic broadcast cameras capture the Games for High Definition viewing in Australian homes

Sydney, 30 July, 2008 – Panasonic has ensured that across the world and around Australia, viewers of the Beijing 2008 Olympic Games TV broadcast will not miss a stride, stroke, or jump of the Games – with every moment captured entirely in High Definition – a first for the Olympic Games.

Over 90,000 spectators can experience the Opening Ceremony action from their seats at the National Stadium in Beijing, but billions more will be watching around the world.

High Definition is currently the highest broadcast standard available, offering up to 1080i resolution – which is five times the quality of standard definition. Australian viewers with a High Definition TV at home will be able to view the Olympic Games with a level of clarity, detail and vibrancy that's like being trackside at the event.

Speaking on high definition broadcast, Mat Alexander, Product Manager – Broadcast Cameras, Panasonic Australia said, "The best possible broadcast quality available today is High Definition. This has a huge impact on home viewers, who will experience the full intensity of the competition with every angle and every nuance. Australians are about to be treated to an Olympic Games broadcast experience that no other viewers have witnessed before."

The Beijing Olympic Broadcasting Co., Ltd. (BOB) will use Panasonic P2 HD series with solid-state memory and newsgathering systems for broadcasting as the official recording equipment for the Beijing 2008 Olympic Games.

Panasonic will provide around 250 recorders, 100 camcorders, and 1,500 monitors for the 2008 Beijing Olympic Games. Panasonic's professional edit controllers and digital AV mixers at the International Broadcast Centre (IBC) will facilitate live

broadcasts or highlights packages for the world's broadcasters, enabling inspiring images to be seen across the globe.

P2 HD camcorders offer outstanding performance in all conditions. The P2 HD Series has been designed to perform reliably in extreme temperatures, and with no moving parts it can withstand shocks and vibrations wherever it is used. Images are recorded on P2 solid-state memory cards and can be viewed instantly.

The P2 HD series has been recognised for its high energy efficiency. The use of the tapeless P2 card helps each broadcast station cut CO² emissions by 1.5 tons¹. And, because the P2 system offers a reduction in power consumption, this translates into a further CO² cut of 0.5 tons², for a total reduction of two tons per year.

To learn more view video here:

<http://panasonic.com.au/products/flash.cfm?libraryID=96&objectID=3345#>

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Panasonic is proud to support the Olympic Movement - which is aimed at promoting world peace through sports - as an Official Worldwide Olympic Partner in the Video and Audio Equipment category for more than 20 years since The Olympic Partner (TOP) Program commenced for the Calgary Olympic Winter Games in 1988.

Under the slogan of "Sharing the Passion," Panasonic will contribute to the success of the Olympic Games through its technology. Panasonic recently renewed its partnership with the International Olympic Committee for a further eight years to 2016.

For more information, visit: <http://panasonic.net/olympic/>

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¹ Calculated based on a comparison with Panasonic 30-minute DVCPRO HD tapes, and assuming that a broadcast station uses 10,000 cassette tapes a year.

² Calculated based on the difference in power consumption that results from replacing the AJ-LT95 with the AJ-HPM110 and assuming that a broadcast station operates 5 units 8hours a day.

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