

MEDIA RELEASE

Panasonic sets new standards in technology at the Beijing 2008 Olympic Games

Sydney, 30 July, 2008 – Panasonic is setting new standards in technology at the Beijing 2008 Olympic Games, with the total equipment being delivered to all 37 venues in Beijing and the other six cities holding Olympic events the largest-ever – 1.7 times greater in scale than the Athens 2004 Olympic Games.

Beijing 2008 Olympic Games Facts:

- The Olympic Games were first broadcast in black and white in Tokyo in 1964. In 2008, for the first time ever, all the action and excitement of the Olympic Games will be recorded and delivered entirely in high definition (HD) format
- Around 4.5 billion people are expected to watch or witness the Beijing 2008 Olympic Games
- Around 1,291 square metres of Astrovision screens will display the events across 18 venues
- 284 RAMSA (Research for Advanced Music Sound and Acoustics) professional audio systems will provide powerful sound at 41 venues
- 100 camcorders, 250 recorders and 1,500 monitors will support the broadcast
- 10,000 TVs will also be installed at Beijing 2008
- Beijing 2008 is expected to exceed the 35,000 hours of global coverage broadcast in Athens 2004

View the online guide at <http://www.panasonic.com.au/olympics/heritage/>, to find out all the information on the technology behind the Olympic Games:

20 years of commitment to Olympic technical evolution

Panasonic joined The Olympic Partner (TOP) Program in 1988 and since then has been at the heart of every Olympic Games, providing the audio visual support that brings the passion of the Olympic spirit to a worldwide audience.

Olympic milestones

Calgary 1988

Panasonic becomes an official Worldwide Olympic Partner when TOP (The Olympic Partner) program is established for the Games.

Barcelona 1992

Panasonic's newly-developed D-3 Digital VTR system brings digital technology to the Olympic Games for the first time and becomes the official recording format, capturing iconic sporting moments on digital VTR. There were 2500 broadcast team members with 100 people working in 3 shifts 24 hours a day.

Atlanta 1996

The digital era starts in earnest and Panasonic is the first Japanese company to become the broadcast system principal contractor of digital broadcasting systems for the International Broadcast Centre. The Opening Ceremony was watched by an 83,000-strong crowd in the stadium and a TV audience of 3.5 billion people in 214 countries and regions across the world.

Sydney 2000

The international signal at the Sydney 2000 Olympic Games is provided by Panasonic's new 'DVCPRO50' digital VTR. This is the official recording format and is universally praised by worldwide broadcast teams for the quality of the high-resolution digital imagery. In 'Stadium Australia' the largest outdoor stadium then built for an Olympic Games, two Astrovision screens each with an area of 135 m² were set up facing each other. Astrovision screens also appeared at six 'live sites' around the city.

Athens 2004

Panasonic technology was part of the dramatic staging of the Opening Ceremony during the lighting of the Olympic Cauldron by Atlanta Gold Medallist, windsurfer Nikolaos Kaklamanakis. The 32-metre high cauldron pivoted down towards him and over an Astrovision screen, before swinging up and lifting the flame high above the Stadium. The screen was tilted dramatically for the moment.

Torino 2006

Panasonic provides the Torino Olympic Broadcasting Organisation (TOBO) with DVCPRO P2 solid-state memory devices as well as DVCPRO HD and DVCPRO50 recording equipment, which is the official recording format.

Beijing 2008

Beijing opens another new chapter as the first Olympic Games to be broadcast in high definition. With DVCPRO HD and P2 HD Series as the official video recording equipment, Panasonic continues to push the boundaries of high definition technology and provides the official recording format for the Games.

For more information on Olympic milestones visit:

<http://panasonic.net/olympic/>

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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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