

MEDIA RELEASE

Panasonic launches the Panasonic Remote to share the passion of the Olympic Games online

Sydney, August 2008 – Australian sporting fans who are deskbound during the Beijing 2008 Olympic Games can still keep in touch with the action thanks to the Panasonic Remote, a widget created by Panasonic. The free, downloadable Remote gives sports fans access to current Beijing 2008 Olympic Games information including live news updates from Yahoo!7, broadcast schedules and the current Medal Tally. The Remote is user-friendly and resembles a TV remote control with clearly labelled buttons, making operation simple.

The Panasonic Remote is an AIR™ application (AIR App.), a new style of computer desktop widget, allowing users to view live information without an internet browser. It is activated when connected to the internet and may be minimised when not required.

The Panasonic Remote is available for free download from www.panasonic.com.au/olympics/remote.cfm

“The Panasonic Remote is a discrete desktop device for your computer, so enthusiastic sporting fans can be part of the Olympic Games whilst at work or at home. With much of the action taking place during Australian working hours, the Panasonic Remote is the ideal tool to quickly stay in touch with news reports from the Olympic Games,” said Geoff Crook, Website Development Executive, Panasonic Australia.

News updates are provided by Yahoo!7 – the Official Online Broadcaster of Beijing 2008 Olympic Games – directly to the Panasonic Remote. The user will be able to see the latest daily news story summaries being reported from the Beijing 2008 Olympic Games and can use the links to visit the Yahoo!7 Olympics site for all the details.

The Remote also gives the user access to view the Panasonic/Yahoo!7 Fanatic reporter, Wayde Chiesa, as he presents his latest interviews and video pieces from Beijing.



The Medal Tally table will be updated live (while connected to the internet) so Australian sports fans can keep up-to-date with the results. The Remote provides daily Channel 7 and SBS TV Broadcasting schedule summaries, giving the user helpful information about the events on offer each day.



An Omega Count Down indicator sits at the top of the Remote's interface to show the remaining days of the Beijing 2008 Olympic Games. Following the Beijing 2008 Olympic Games the Omega count down will begin for the Vancouver 2010 Winter Olympic Games and the Remote will be updated with fresh data for future events, following its debut in 2008.

To download the Panasonic Remote, visit www.panasonic.com.au/olympics/remote.cfm Users will find the download link for the Panasonic Remote AIR™ App. file (approx. 480Kb). Importantly, as part of this download, an automated system will search and prompt the user to install the required Adobe AIR™ runtime application at the same time. **Both of these downloads are free.** For more information on Adobe AIR™ see: <http://www.adobe.com/products/air/>

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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://www.panasonic.com.au>

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