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Romanian RCS's Sports Channel Digi Sport TV selects Panasonic

Channel's investment plan to improve workflow and image recording flexibility

Bucharest, 11th September 2009 – Digi Sport, the newest TV platform of RCS & RDS in Romania for live and exclusive transmissions of the most popular national and international sports competitions, has purchased video cameras and other technical equipment from Panasonic.

The technology includes the portal professional video camera HD P2 AG-HPX301E, P2 AJ-PCD35E readers and P2 AJ-P2E032XG memory cards— part of the newest E-Series. P2 Panasonic video cameras will be used by Digi Sport for sport competition broadcastings from the Romanian League 1, as well as the Primera Division, Bundesliga, Premier League, Italia A Series, Moto GP, NBA, handball and gymnastics.

The decision by Digi Sport to choose Panasonic equipment was mainly based on the increasing requests for flexibility and quicker work-flow, as well as for the video quality and the facility to use the recordings. „By adopting P2 Panasonic technology we have the advantages of a very high quality image, reliability, maximum flexibility and a quick work-flow in processing the recordings which can effectively respond to Digi Sport's technical and quality standards.” said Emil Grecu, CTO at RCS & RDS.

The addition of Panasonic equipment for Digi Sport is part of a wider investment program at RCS & RDS - an important telecommunications operator from Eastern Europe, with concentrated activity in Romania where it has become the leader in the cable and satellite television market.

The investment programme at RCS & RDS endorses the assurance of the superior equipment and technology for qualitative broadcastings. These are necessary for transforming a freshly launched television channel into a quality and hugely dynamic one.

"For Panasonic, Digi Sport's strategic decision to adopt the P2 format is not only viewed as an important contract but it also, represents an important commitment. We believe that the satisfaction, quality and reliability offered through the P2 format will, in the future, influence other Romanian television channels to adopt the same format." - Eduard Tronaru, Panasonic Romania Sales Representative added.

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About Panasonic

The Panasonic Corporation is a world leader in the development and manufacture of electronic products for a broad range of consumer, commercial and industrial applications. The company, based in Osaka, Japan, reported net consolidated earnings of 7 770 billion Japanese yen (roughly 78.4 billion American dollars) for the financial year ending 31 March 2009. The company is listed on the Osaka, Nagoya and New York (NYSE: PC) stock exchanges. More information on Panasonic, the company and brand, can be found at the website <http://panasonic.net>

About PBITS

Panasonic's Professional & Broadcast IT Systems Business Unit is part of Panasonic Audio Visual and Computer Systems Europe (PAVCSE), a division of Panasonic Marketing Europe GmbH. The company is a leader in the development of video formats and core products for broadcast and professional AV, including camera-recorders, video recorders, monitors and mixers. Panasonic's P2HD systems provide the reliability of solid-state production with immediate connectivity to existing IT infrastructures, allowing for completely IT workflows. www.panasonic-broadcast.com

About P2 HD products

P2 HD solid-state products offer the possibility of high-definition recording without mechanical wear and environment-related limitations as are typical for tape, hard disk and optical disk-based systems. P2 HD guarantees extreme reliability, especially in demanding conditions of extreme temperature ranges, impacts and vibration. P2 HD products bring significantly lower maintenance costs, longer operating life, and instant access to video recordings (without the need for digitisation, filing to memory with descriptors for later search or any need to create proxy video files) and to metadata. P2 HD offers the reliability of production based on solid-state technology, instant possibility for connection with existing IT infrastructure, as well as speed, ease of use and portability of P2 cards, as well as compatibility with top-end non-linear editing systems.

About Digi Sport

Digi Sport is the newest tv platform of **RCS & RDS**, one of the most important regional operators in telecommunications and the leader on cable and satellite television market from Romania.

Digi Sport broadcasts in two countries, Romania and Hungary. In Hungary, Digi Sport is the second television on the local sport channels.

In Romania, Digi Sport offers to its viewers, through the agency of those two channels, (Digi Sport and Digi Sport Plus) live and exclusive transmissions of the most powerful national and international sport competitions: Football League 1 from Romania, The Championship from Spain – Primera Division, Premier League, Bundesliga, Italia Serie A, FIFA Club World Cup, motorcycle championship Moto GP, handball internal championship (male and female), NBA games, tennis from ATP World Tour, gymnastics.

About RCS & RDS

RCS & RDS is one of the most important operators in Eastern Europe, providing telecommunication services in Romania, Hungary, Czech Republic, Slovakia, Croatia and Serbia both for residential area and business area.

A modern company, with 15 years experience in providing telecommunication solutions, **RCS & RDS** has developed its own infrastructure of telecommunication by optical fiber and it covers these areas from Europe with TV cable services, internet, mobile and fix telephony. **RCS & RDS** offers 4play in Romania, 3play in Hungary and Slovakia, mobile telephony services in Spain and satellite television in all its markets.

The telecommunications operator is leader on Romanian market in providing internet services and cable and satellite television and it is the biggest alternative provider of fix telephony. Besides, **RCS & RDS** is the only one telecommunication company in Romania which offers full packages, with 4 services: cable and satellite television – Digi TV, high speed internet – Digi Net, fix telephony – Digi Tel and mobile telephony – Digi Mobil. For all these packages, the company has the most accessible prices on the market.