

Panasonic PBITS HQ:

Andoni Larrucea
European Communications Manager
Tel: +34 607655368
E-mail: andoni.larrucea@eu.panasonic.com

For immediate publishing

PANASONIC'S AJ-HPX3000 and AJ-HPX2100 NEW SOFTWARE UPGRADE

Wiesbaden, Germany, 11th September, 2009 – Panasonic Professional Broadcast & IT systems Europe (PBITS) announced today that users will benefit of the new software upgrade available on Panasonic's website by year end for its AJ-HPX3000 and AJ-HPX2100 camcorders allowing users the ability to simplify their recording process.

The 25Mbps recording capability that will become available on Panasonic's HPX3000 will assist users in managing captured content and in streamlining the production process that follows.

Panasonic's AJ-HPX3000 and AJ-HPX2100 camcorders will feature one-clip recording function which simplifies the recording process by making the multiple clips created by start and stop recording available as just one clip. Users will be able to enhance their ability to record through a free software download that Panasonic will make available on its user web site.

Jaume Rey, Director of PBITS said; "Panasonic is committed to making all aspects of the recording process ever-simpler for professionals. The advantage of one-clip recording lies not just with the recording function itself, but also with the ease in which users can upgrade their equipment. The free software download couldn't be easier to access and is a real value-add for professionals as they look to enhance their equipment as seamlessly and as quickly as possible."

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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

AxiCom for Panasonic
Kevin Connor
Phone: +44 (0) 20 8392 4082
E-mail: kevin.connor@axicom.com

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