

# PANASONIC ANNOUNCES PLAN TO DEVELOP PORTRAIT MODE CAPABILITY FOR THE PT-DZ21K SERIES

Submitted by: C8 Consulting

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WORLD'S SMALLEST AND LIGHTEST<sup>1</sup> 20,000 LM CLASS PROJECTOR WILL BE FURTHER BOOSTED WITH PORTRAIT MODE CAPABILITY  
INSTALLATION

BRACKNELL, UK. 20 AUGUST 2012

Panasonic Systems Communications Company Europe (PSCEU), today announced that it is developing a new portrait mode capability for the PT-DZ21K projector. The PT-DZ21K is one of Panasonic's leading projectors with its 20,000 lm<sup>2</sup> of brightness in an unprecedented size and weight.

The addition of portrait mode capability will allow the DZ21K to be rotated horizontally for upright images. It will also include features such as a 4-lamp system and installation flexibility with various optional lenses, geometric adjustment function<sup>\*3</sup> and network capability. The portrait mode will expand the usage of DZ21K in various applications.

Detailed information and specification of portrait mode usage, and how to update the current PT-DZ21K Series will be announced by 2012 Q4.

For detailed product information, please visit: <http://www.panasonic-projectors.eu/en/>

\*1: As of June 2012,

\*2: 17,000 lumens for PT-DW17K

\*3: Function available for PT-DZ21K, PT-DS20K only

ENDS

About Panasonic System Communications Company Europe (PSCEU)

PSCEU is the European branch of Panasonic Systems Communications Company, the global B2B division of Panasonic. PSCEU's goal is to improve the working lives of business professionals and help their organizations efficiency and performance. We help organizations capture, compute and communicate all sorts of information: image, voice, and textual data. Products include PBX telephone switches, document printers, professional cameras, projectors, large visual displays and rugged mobile PCs. With around 500 staff, engineering design expertise, global project management capability and a large European partner network, PSCEU offers unrivalled capability in its markets.

The new PSCEU is made up of four business divisions:

- Communication Solutions including professional scanners, multifunctional printers, telephony systems and HD video conferencing systems.
- Visual System Solutions including projectors, interactive whiteboards, presentation aids and

displays. Panasonic

is the European market leader in projectors with 28% revenue share.

- Professional Camera Solutions including professional audio visual, security and industrial medical vision (IMV) technology. Panasonic is one of the top two professional camera vendors in Europe.
- Computer Product Solutions including the Toughbook range of rugged notebooks, Toughpad business tablets and electronic point of sales (EPOS) systems. Panasonic Toughbook is European rugged and durable notebook market leader with 65.8% market share in 2011 (VDC, March 2012).

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.85 trillion yen (€71.4 billion) for the year ended March 31, 2012. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>

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