

Panasonic ideas for life

THE MARKET

For over forty years the Panasonic brand has been on the global stage as one of the world's largest and most diverse technology brands, offering a vast range of products from the world's smallest semi-conductors to the most advanced, networked systems for the home, office, and industry. Serving nearly every major market, and touching nearly every aspect of consumers' lives, the Matsushita Electric family of companies, best known worldwide as Panasonic, is poised to become the critical brand for the 21st century.

ACHIEVEMENTS

From the introduction of the Panasonic transistor radio in 1960 to the digitally networked systems of the new century, Panasonic has been at the forefront of technological innovation. Today, Panasonic is a world leader in digital technology, with enviable distinctions in audio/video products and systems, as well as optical disk, storage, and networking technologies.

As a leading U.S. manufacturer of digital TVs and systems, the world's first digital TVs and set-top boxes — as well as the first high-definition television (HDTV) tuner decoders — were from Panasonic. Today, Panasonic engineers push the technological envelope, creating flat panel plasma and rear projection TVs with exceptional resolution, multi-task functionality, and ultra-slim, ergonomic design. Behind the scenes, Panasonic also produces optical disk products and systems that have revolutionized professional recording technology. Panasonic's DVC Pro High Definition (HD) camcorders are the platinum standard for the television, sports, news, and entertainment industries. Not surprisingly, Panasonic has won 15 Emmy Awards for its achievements in the broadcast and film industry. But Panasonic's optical disk innovations aren't just for news and entertainment. They include breakthrough medical cameras so small they can fit on the tip of an endoscope, and security cameras that are so advanced they capture fast-moving images in the dark.

Seizing the digital moment, the Panasonic brand also leads the way in digital and networking storage technology. Panasonic was first with DVD recorder/players and currently has a 50 percent market share. The company was also first with portable DVD players, DVD audio systems, and DVD-ROM and DVD-RAM drives. At the forefront of automotive electronics, the Panasonic rear-seat DVD audio system is found in many of today's most prestigious cars and SUVs. A prime mover in networking storage technology, Panasonic's Secure Digital (SD) Memory Card, developed in con-

FREE
DMR-TS100
DVD recorder
with the purchase
of the AG-DVC200
DV camcorder

This season's best
acquisition

Capture, record and distribute the game's finest moments in just minutes. By using Panasonic's 4-1/2 hour, full-size AG-DVC200 DV camcorder with a DMR-TS100 DVD recorder with 10GB hard drive, you're ready to take your production capabilities to a new level. Transfer pure digital clips via IEEE1394 with real-time DVD encoding for immediate access to the clips you want to burn to DVD. To deliver the highlights before the last cork pops, visit www.panasonic.com/dvworld, or call 1-800-528-8801.

Purchase an AG-DVC200 DV PROLINE Camcorder from an Authorized Panasonic Dealer System (before January 31, 2003) and receive a FREE DMR-TS100 professional DVD Video Recorder.

Panasonic
ideas for life

junction with SanDisk and Toshiba, allows for secure Internet downloads and optimized data storage and security. About the size of a postage stamp, the new 1GB card can hold up to 16 hours of CD-quality music. Panasonic is also the market leader for in-flight entertainment systems that provide an array of audio and video content as well as Internet connectivity. Designed with future technologies in mind, these near-limitless systems will soon rival most office environments.

HISTORY

Panasonic was the vision of Konosuke Matsushita, chairman of Japan's Matsushita Electric Industrial Co., Ltd., who saw the vast potential of the U.S. market. Begun in 1959 as a sales company with a three-person staff, its U.S. operations went on to become a leading sales and manufacturing company with 25,000 employees, over 1,500 products, and 150 business locations throughout North America.

With a keen eye on the U.S. audio electronics market of 1960, corporate executives were quick to adopt the brand name Panasonic, meaning "wide-ranging sound." Soon, Americans were twisting to Chubby Checker on Panasonic

transistor radios, and watching their favorite TV programs on Panasonic's popular black-and-white TVs. If Panasonic rocked in the 1960s, it rolled through the 1970s, developing an impressive line of entertainment, home, office, and automotive electronics. Every day, Americans woke up to Panasonic's digital clock radios, used Panasonic pocket calculators, and cooked entire meals in Panasonic microwave ovens. The Panasonic brand would continue to grow, and in 1975, the company opened its expansive Secaucus, New Jersey, headquarters.

Panasonic would come of age in the 1980s with the introduction of the "talking" chip, as well as CD players, camcorders, VCRs, and sophisticated broadcast systems, thus establishing itself as a key player in the consumer entertainment and broadcast industry. As Panasonic entered its fourth decade in the United States, new strategies emerged to usher in the digital revolution. Key strategic alliances were formed, and R&D facilities were expanded to a network of 15 domestic research and development groups. By the end of the 1990s, Panasonic would become one of America's most successful brands and an established global leader in digital and networking products.

Empowered by the legacy of founder Konosuke Matsushita "to enhance the lives of all people," Panasonic would also point the way in educational and environmental initiatives. Founded in 1984, the multimillion-dollar Panasonic Foundation works with local school districts by providing valuable assistance for educational reform. Since 1989, Panasonic's Kid Witness News™ program has helped children in over 200 schools across the country with its hands-on video education program. Pioneering the development of energy-saving technologies, Panasonic has also earned the U.S. government's coveted Energy Star

Home Electronics Partner of the Year Award, and currently produces over 425 Energy Star-labeled products, more than any other manufacturer.

THE PRODUCT

Panasonic is a developer and manufacturer of digital products and systems for nearly every customer market. Restructured in 2001 to serve these varied markets more efficiently, Panasonic's businesses are now organized into three key areas serving the consumer, systems, and industrial sectors.

ideas for cinema

Panasonic "HiDef" Cinema 2000 Emmy Award Winner DVX, DVX2, DVX100, DVX100M, DVX100V, DVX100V2, DVX100V3, DVX100V4, DVX100V5, DVX100V6, DVX100V7, DVX100V8, DVX100V9, DVX100V10, DVX100V11, DVX100V12, DVX100V13, DVX100V14, DVX100V15, DVX100V16, DVX100V17, DVX100V18, DVX100V19, DVX100V20, DVX100V21, DVX100V22, DVX100V23, DVX100V24, DVX100V25, DVX100V26, DVX100V27, DVX100V28, DVX100V29, DVX100V30, DVX100V31, DVX100V32, DVX100V33, DVX100V34, DVX100V35, DVX100V36, DVX100V37, DVX100V38, DVX100V39, DVX100V40, DVX100V41, DVX100V42, DVX100V43, DVX100V44, DVX100V45, DVX100V46, DVX100V47, DVX100V48, DVX100V49, DVX100V50, DVX100V51, DVX100V52, DVX100V53, DVX100V54, DVX100V55, DVX100V56, DVX100V57, DVX100V58, DVX100V59, DVX100V60, DVX100V61, DVX100V62, DVX100V63, DVX100V64, DVX100V65, DVX100V66, DVX100V67, DVX100V68, DVX100V69, DVX100V70, DVX100V71, DVX100V72, DVX100V73, DVX100V74, DVX100V75, DVX100V76, DVX100V77, DVX100V78, DVX100V79, DVX100V80, DVX100V81, DVX100V82, DVX100V83, DVX100V84, DVX100V85, DVX100V86, DVX100V87, DVX100V88, DVX100V89, DVX100V90, DVX100V91, DVX100V92, DVX100V93, DVX100V94, DVX100V95, DVX100V96, DVX100V97, DVX100V98, DVX100V99, DVX100V100

hi def cool

Panasonic
ideas for life

Panasonic's Consumer Sector is home to many of Panasonic's flagship categories, including consumer entertainment products, cameras, telecommunications, and home and personal care appliances. Leading the way are Panasonic's vast range of cutting-edge DVD products, hard disk recorders, plasma TVs, and SD products. Designed for modern lifestyles, Panasonic's new flat panel plasma displays provide crystal clear reception, and are thin enough that they can be hung on a wall. Harnessing the power of the Internet, Panasonic has developed SD memory cards, SD audio products, as well as Web-connectable wireless phones, and digital cameras and camcorders that connect to personal computers. In personal care and home appliances, Panasonic is partnering with market leaders in hair care products such as Pantene to promote their new ionic hairdryers. Panasonic also makes the "world's fastest shavers," state-of-the-art complexion care, robotic pets, and ultra-pampering electronic loungers.

Functioning as a "one-stop shop," the Systems Sector coordinates product selection and purchasing to help build cost-efficient technology infrastructures for large organizations and institutions. A key systems provider to leading stadiums and sports organizations, Panasonic has brought the Olympic Games to billions of viewers worldwide since 1984, and recently outfitted San Francisco's Pacific Bell Park with a state-of-the-art giant Astrovision™ screen. Panasonic also provides CCTV security systems and television and entertainment systems for luxury stadium suites, and has even pioneered a revolutionary digital-based coaching system. In the area of security, Panasonic has employed the latest security technology for the Vatican, as well as several U.S. government buildings, leading hotels, and Las Vegas casinos. Panasonic also provides state-of-the-art products for the office such as the Workio® copier. This modular document imaging system can copy, fax, scan, and e-mail data with the touch of a button. In the field of medicine, Panasonic paves the way for medical advances with sophisticated optical systems that are critical to today's breakthrough, non-invasive procedures.

In the Industrial Sector, Panasonic companies provide many of the components and parts for several of today's brand-name computers, cameras, and audio/video products. Panasonic also provides crucial micro-components, such as the new multifunctional LSI semi-conductors that allow manufacturers to literally shrink the total size of their product, while adding phenomenal multi-task efficiency.

RECENT DEVELOPMENTS

From streamlining business operations to creating advanced networking products to forging critical business alliances, Panasonic is positioning itself as a leading brand for customers worldwide.

Panasonic has recently developed a new brand identity: "Panasonic ideas for life." This new initiative is now being reflected in the company's advertising and marketing efforts. By presenting a consistent theme and graphic style in all communications, this approach further defines and extends

Panasonic's brand image with maximum impact while supporting sales and business goals.

Turning the digital dream house of tomorrow into tangible reality, Panasonic is currently developing home networking applications that are part of a broadband gateway system that links household appliances and utilities to the Internet, including a Web-based home-care solution system that connects homebound patients with their doctors, and Bluetooth-supported wireless communications equipment.

The Panasonic SD memory card has also been employed in several hot new products marketed under the name of e-wear®. Panasonic's line of SD audio players are so slim and wearable that they have become fashion essentials for a whole new



generation. The SD Memory Card can be used to hold a wide variety of data from PowerPoint presentations to music, video, and JPEG images. In partnership with AT&T, Panasonic debuted two multi-network cellular phones and has a third under development with Internet capability and a digital camera. In a licensing agreement with Iridian Technologies, Inc., Panasonic developed and manufactured Authenticam®, a security identification device using the fastest, most accurate, scalable, and stable biometric technology in the world. As the Internet gives rise to a new world economy, the Panasonic Internet Incubator will also continue to seek out and nurture lasting relationships with today's most innovative e-businesses and entrepreneurs. One such example is The Panasonic Digital Concepts Center in Silicon Valley teaming with the Women's Technology Cluster in San Francisco, California.

PROMOTION

In keeping with the founding philosophy of Konosuke Matsushita — who believed that true success begins with an idea that adds real value to people's lives — the new branding initiative of Panasonic "ideas for life" has transformed Panasonic's brand and is reflected in all its advertising and marketing efforts.

Once the new brand message was established, a core identity was developed and transformed the company in all its communications. New advertising campaigns in print and other media were created to reinforce this message. Advertisements can be seen across the United States in key markets, from the Lincoln Tunnel to LAX, floating on the Hudson River, and in major newspapers like *The Wall Street Journal*, *The New York Times*, and

USA Today. Panasonic marketing strategy has truly re-invented the company.

Understanding the customer is key to successful marketing. The Hispanic market is one of the fastest-growing segments of the population, and Panasonic recognized the need to communicate "ideas for life" into this ever-expanding market. Through commercials and print advertising, Panasonic demonstrates how "ideas for life" are in harmony with Hispanic life.

As Panasonic continues to create breakthrough technologies and products that genuinely enrich customers' lives and add value to business, the company can now directly communicate the message of "ideas for life" to all audiences.

Supporting Panasonic's advertising is a wide artillery of other marketing tools, including Shadow Traffic radio, which reaches listeners daily in key markets nationwide, major sporting events and awards programs throughout the year, and powerful corporate sponsorships such as the Olympic Games.

Along with exciting on-line Web services, vivid signage in major stadiums and arenas across the nation, and of course, the signature NBC Astrovision™ screen by Panasonic in Times Square — a three-story-tall icon that has become virtually synonymous with New Year's Eve in America — Panasonic comes forward as a leader in this new age of communication. Marketing efforts ensure that Panasonic emerges from the intensely competitive fray as the brand to know and to trust.

BRAND VALUES

From its introduction, Panasonic upholds the philosophy of Konosuke Matsushita to put the "Customer First." Understood in its most profound sense, Panasonic's is a lifetime partnership with every customer; from idea generation to customer care to the continued development of newer, more innovative products. That approach has led to products of uncompromising quality, value, and service that define the Panasonic brand. The final, underlying objective is "to enhance and improve the lives of all people."

THINGS YOU DIDN'T KNOW ABOUT PANASONIC

- Grand Central Station in New York City shows off its refurbished beauty by illuminating it with Panasonic lighting.
- Beginning in 1999, the U.S. Environmental Protection Agency has named Panasonic "Partner of the Year" for four consecutive years in recognition of the company's development of over 425 energy-saving products.
- The Panasonic Digital Concepts Center in Silicon Valley nurtures new companies and has teamed up with the Women's Technology Cluster.
- Panasonic's rugged Toughbook™ PC is popular with U.S. government agencies to provide mobility combined with wireless capabilities.