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PRESS INFORMATION

**Panasonic**  
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**PANASONIC UNVEILS DRAMATICALLY LOWER COST  
P2 SOLID-STATE MEMORY CARD LINE**

***\* New E-Series P2 Cards Feature Lower Price and Higher Transfer Rate \****

**Wiesbaden ( Germany ) April 19, 2009** –Panasonic announced a new line of P2 solid-state memory cards designed to significantly reduce the cost of the P2 file based workflow. Available starting this May, the new E-Series includes 16GB (model AJ-P2E016XG), 32GB (model AJ-P2E032XG) and 64GB (model AJ-P2E064XG) P2 memory cards, which provide superior quality recording for an average of five years of normal operation.

Recognized as the industry's leading solid-state recording solution, Panasonic's P2 solid-state memory cards ensure highly reliable, video, audio, and metadata recording in any environment, especially in challenging conditions of extreme temperature range, shock, and vibration.

Incorporating a newly-developed technology, E-Series P2 cards transfer recorded content at even higher speeds (up to 1.2Gbps) than current longer life models. Built with an aluminum die cast casing, P2 cards provide superior durability compared to plastic-based memory cards.

The new E-Series P2 cards are designed to provide highly reliable content recording over a number of years. When recorded once daily, at full capacity (100%), the cards are reusable for up to five years; when used at half capacity (50%), the cards will continue to record for up to 10 years. A notification is given (in the camcorder's LCD/viewfinder or the card reader's display) as the card approaches the end of its life cycle. Details of the card's capacity and life can also be displayed and tracked on a computer via the P2 formatter software (available for download on [www.panasonic-broadcast.com](http://www.panasonic-broadcast.com)).

P2 cards allow professional users to benefit from a fast, easy, file-based workflow and exceptional reliability. Since P2 acquisition requires no media consumption like tape or optical disc, it results in tremendous savings in media costs. The P2 card can be connected instantly to laptop and desktop PCs and is supported by major non-linear editing systems. For connection to laptops with ExpressCard slots or desktop computers, professionals can utilize compatible third party PC card-to-ExpressCard adapters or the Panasonic's AJ-PCD35E P2 solid-state memory card drive.

*More...*

The E-Series card is compatible with Panasonic's full line of P2 camcorders, recorders and workflow tools. The P2 cards can store content in the complete range of P2-supported frame rates and formats, from high definition to standard definition and from DVCPRO to AVC-Intra 100.

The 16GB and 32GB E-Series P2 cards will be available this May at a suggested list price of 299€ and 450€ respectively. The 64GB E-Series P2 card will be available in August at a suggested list price of 720€. The E-Series will be offered alongside Panasonic's standard extended lifetime 16GB, 32GB and 64GB P2 cards (A-Series). "We are committed to the best and fastest media in the solid state industry," said PBITS Director Jaime Rey. "The new E series P2 cards are offered in addition to our current P2 card range and both product lines will be available to the European marketplace simultaneously. "The new cards highly cost effective but despite this, there is no compromise when it comes to speed as they are able to deliver 1.2 GB of bit rate when used with the PCD35 P2 drive. Above all, the new P2 card line up demonstrates our commitment to solid state memory PCMCIA"

P2 HD all solid-state products offer high definition recording without the mechanical wear and environmental limitations of tape, hard disk, and optical disc based systems. P2 HD ensures the highest reliability, especially in challenging conditions of extreme temperature range, shock, and vibration. P2 HD products provide a significant reduction in maintenance costs, longer useful product life, and immediate access to recorded video (no need to digitize, ingest or create proxy video files) and metadata. P2 HD provides the reliability of solid-state production; the immediate connectivity to existing IT infrastructures; the speed, ease of use and portability of P2 cards; and the interoperability with leading NLE systems.

#### **Note to Editors:**

- View Jaime Rey's videoblog announcing the new E-Series P2 cards at [www.panasonic-broadcast.com](http://www.panasonic-broadcast.com)

#### **About Panasonic**

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 9.07 trillion yen (US \$90.7 billion) for the year ended 31 March 2008. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE Symbol: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <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 P2 systems provide the reliability of solid-state production with immediate connectivity to existing IT infrastructures, allowing for completely tapeless workflows. [www.panasonic-broadcast.com](http://www.panasonic-broadcast.com)

#### **About P2 HD**

P2 HD all-solid-state products offer high-definition recording without the mechanical wear and environmental limitations of tape, hard disk and optical disc based systems. P2 HD ensures the highest reliability, especially in challenging conditions of extreme temperature range, shock and vibration. P2 HD products provide a significant reduction in maintenance costs, longer useful product life and immediate access to recorded video (no need to digitize, ingest or create proxy video files) and metadata. P2 HD provides the reliability of solid-state production; the immediate connectivity to existing IT infrastructures; the speed, ease-of-use and portability of P2 cards; and interoperability with leading NLE systems.

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