

PRESS-RELEASE NO. 7 (MARCH 2010) **HIGH END® 2010**

THE GERMAN PREMIERE AT THE HIGH END® IN MUNICH!

Panasonic is presenting the first market-ready 3D-capable full HD plasma television in 50 inch format for the first time in Germany – at the HIGH END trade fair in M,O,C,! Come – take a look – be amazed!

One-of-a-kind three dimensionality in sound and vision? There's hardly an exhibitor at this year's HIGH END in Munich who might exemplify this motto as impressively as Panasonic. Because alongside the latest highlights from the Home AV range, the current leading edge in the design and development of television technology awaits the visitors. For the first time anywhere in Germany, the pioneer of 3D technology is presenting the first market-ready 3D-capable full HD television in 50-inch format. Having just been nominated as „Product of the Year“ by the magazine „Chip“, the VT series constitutes the current non plus ultra in the home cinema market. The NeoPDP Panel used in this product series features an extremely fast reaction time of just 0.001 milliseconds, with outstanding motion depiction, and has been especially optimised for displaying dynamic three-dimensional images. The VT20 visibly demonstrates the superiority of plasma in comparison to LCD, in particular for showing 3D content. In addition, visitors to Panasonic's stand will be offered an experience of the „third kind“ under the motto of „Step into the 3D world“ with frequent screenings in its 103-inch 3D cinema.

Panasonic is the only exhibitor at the HIGH END which is presenting complete 3D solutions. As a driving force in the 3D business, the company has gained unique expertise in the entire 3D supply chain, from production to recording, as well as playback in home cinemas with 3D Blu-ray disc players and VIERA NeoPDP 3D Full HD plasma televisions.

You can experience Panasonic Germany – a division of Panasonic Marketing Europe GmbH – at the HIGH END in M,O,C in Munich – Atrium 3, Room C115/116



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FACTS:

Show: HIGH END® 2010
THE BEST SOUND. THE BEST PICTURE.
The Leading Trade Fair for Outstanding Stereo, TV and Home Cinema Equipment

Location: M,O,C, Munich, Lilienthalallee 40, 80939 München-Freimann
Duration: 06th – 09th of May 2010
Trade Day: Thursday, May 06th 2010 (only by pre-registration)
Open: From 10am – 6pm

Entrance fee
Trade visitors: 20,- Euro with pre-registration (the badge is valid for all days)
Public: 10,- Euro / day
20,- Euro / family ticket (for 2 adults and up to 3 children)

Show Guide: Up from April 2010 available

Show-Organiser: HIGH END SOCIETY MARKETING GMBH
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