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**Panasonic Releases Live Uplink Software Option for HPX600,
Latest P2 Camera Recorder, In Collaboration with LiveU**

***First integrated live camera solution with uplink 'start-and-stop' controlled
and displayed on camera***

Osaka, Japan (February 6, 2013) – Panasonic has introduced its exclusive AG-SFU603G software upgrade key for its P2 cam AG-HPX600 to expand its functionality.*¹ The solution combines LiveU's live video uplink technology with the latest Panasonic broadcast equipment to deliver the first available integrated live camera solution.

The AG-SFU603G software upgrade key integrates LiveU's LU40*² portable lightweight uplink solutions with the "P2HD" series of Panasonic's new AG-HPX600 HD camera recorder. The expanded functionality can be activated via the software key after installation of the software upgrade; the upgrade is being released simultaneously on the AG-HPX600 camera.

LiveU's LU40 unit and the AG-HPX600 are interconnected via the SDI and USB. Live camera video (HD/SD signals) can be transmitted through up to six connections via the LU40. This upgrade will allow the uplink 'start-and-stop' to be controlled from the AG-HPX600 and the LU40 status to be displayed on the AG-HPX600 viewfinder, enabling camera operators to relay live video securely.

An optional upgrade system has been introduced in the AG-HPX600 P2 camera recorder so that only necessary functions, such as an Internet connection (AG-SFU601G) and VFR recording (AG-SFU602G), etc., are installed. Following this

latest AG-SFU603G upgrade, other innovative technologies, such as "microP2 card," "AVC-ULTRA codec" will also be supported.

Starting with the LiveU collaboration, Panasonic will strengthen its partnerships with various companies providing uplink solutions to offer customers new ways of operation based on the P2 camera recorders' network capability.

The AG-SFU603G software upgrade key will be available in February at a suggested list price of ¥31,500 in Japan.

- *1: For the expanded functionality, the software upgrade should be installed. The software can be downloaded from Panasonic's website (free-of-charge) on the AG-HPX600 camera. The software upgrade key can then be purchased and activated. For further details, please contact the sales team or refer to our website: <http://panasonic.biz/sav/>
- *2: For details of LiveU's LU40, please refer to the following website of Sanshin Electronics Co., Ltd.: <http://www.realmovietools.com/liveuhome.html> or <http://www.liveu.tv/LU40i.html>.

About LiveU

LiveU is the pioneer of broadcast-quality, video-over-cellular solutions that allow live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU's solutions have been used for breaking news and high-profile events, including the 2012 US Presidential Campaign, London 2012 Olympics, Hurricane Sandy, 2011 British Royal Wedding, GRAMMY Awards®, NBA and Super Bowl. From backpacks to smartphones, LiveU offers a complete range of devices for live video coverage. LiveU's solutions include multiple 4G LTE/3G, HSPA+, WiMAX and Wi-Fi cellular links, which are optimized for maximum video quality based on the available network conditions.

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products in three business fields, consumer, components & devices, and solutions. Based in Osaka, Japan, the company recorded consolidated net sales of 7.85 trillion yen for the year ended March 31, 2012. Panasonic's stock is listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) Stock Exchanges. The company has the vision of becoming the No. 1 Green Innovation Company in the Electronics Industry by the 100th year of its founding in 2018. For more information on Panasonic, its brand and commitment to sustainability, visit the company's website at <http://panasonic.net/>.

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