

Panasonic System Communications Company of North America

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FOR IMMEDIATE RELEASE

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**PANASONIC AND LIVEU ANNOUNCE
STRATEGIC TECHNOLOGY PARTNERSHIP**

LAS VEGAS, NV (April 15, 2012) – Panasonic and LiveU (Hackensack, NJ), a pioneer in portable video-over-cellular, are announcing a new collaboration to deliver an integrated camcorder and live video uplink solution, utilizing the groundbreaking LU40i video uplink device and the new AJ-HPX600 P2 camcorder with planned wireless integration features.

The LU40i will be linked via the camera interface, giving camera operators a real-time indication of LiveU's transmission status and video transmission quality. With the LU40i and HPX600, a camera operator will be able to manage the video uplink while shooting: a must for a one-person remote crew.

Samuel Wasserman, LiveU's CEO, said, "We're thrilled that Panasonic, a world-leading camera developer and manufacturer, has partnered with LiveU to develop this next-generation camera uplink solution using our cellular-based technology. We are confident that 'live cameras' symbolize the future for broadcasting and online media, and will open up new market segments for live video transmission around the world."

This integration strengthens LiveU's ongoing collaboration with Panasonic, following last September's announcement at IBC Amsterdam to facilitate HD 3D live mobile broadcasts over cellular networks.

Michael Bergeron, Business Development Manager for Panasonic System Communications Company of North America (PSCNA), said, "We want to deliver solutions for our broadcast customers that evolve with the pace of new technology, and the upgradable HPX600 camcorder platform gives us the flexibility to do that. When the operation of the LU40i is integrated with the camera, the complete system provides a high-quality video feed with the easiest remote operation yet."

Panasonic and LiveU are planning to offer the complete camcorder transmission system, and will be providing details as the AJ-HPX600 launch approaches.

For more information about LiveU, visit www.liveu.tv.

For more information about Panasonic professional camera products, visit www.panasonic.com/broadcast.

About LiveU

LiveU (<http://www.liveu.tv>) is the pioneer of broadcast-quality, video-over-cellular solutions that allow live video transmission (HD and SD) from any location around the world. LiveU's backpack / handheld solutions include multiple 4G LTE/3G, HSPA+, WiMAX and Wi-Fi cellular links, which are optimized for maximum

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video quality based on the available network conditions. With top-tier customers in 60+ countries across five continents, LiveU's solutions have been used for breaking news and high-profile events, including the 2012 US Presidential Campaign, 2011 British Royal Wedding, Hurricane Irene, Academy Awards®, GRAMMY Awards®, Super Bowl, NBA All Star Weekend, Brazilian Carnival, 2010 World Cup in South Africa and 2008 Beijing Olympic Games.

Panasonic Solutions for Business

Through its broad range of integrated business technology solutions, Panasonic empowers professionals to do their best work. Customers in government, healthcare, production, education and a wide variety of commercial enterprises, large and small, depend on integrated solutions from Panasonic to reach their full potential, achieve competitive advantage and improve outcomes. The complete suite of Panasonic solutions addresses unified business communications, mobile computing, security and surveillance systems, retail information systems, office productivity solutions, high definition visual conferencing, projectors, professional displays and HD and 3D video production. As a result of its commitment to R&D, manufacturing and quality control, Panasonic engineers reliable and long-lasting solutions as a partner for continuous improvement. Panasonic solutions for business are delivered by Panasonic System Communications Company of North America, Division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC).

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About Panasonic Corporation of North America

Based in Secaucus, NJ, Panasonic Corporation of North America provides a broad line of digital and other electronics products and services for consumer, business and industrial use. The company is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation (NYSE: PC), and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. Panasonic was the only Consumer Electronics company to be listed in the top ten brands on the Interbrand Best Global Green Brands 2011 ranking (<http://www.interbrand.com/en/best-global-brands/Best-Global-Green-Brands/2011-Report/BestGlobalGreenBrandsTable-2011.aspx>). As part of its continuing efforts to reduce its carbon footprint, Panasonic Corporation of North America will relocate its operations to a new eco-efficient office tower adjacent to a mass transit hub in Newark, NJ in 2013. Information about Panasonic Eco Ideas initiatives is available at <http://panasonic.net/eco/ecoideas/>. Information about Panasonic and its products is available at www.panasonic.com. Additional company information for journalists is also available at www.panasonic.com/pressroom.

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