Create Today, Enrich Tomorrow:
Panasonic celebrates 100 years of IFA with 12 new products across audio, home entertainment, kitchen appliances and personal care

*Panasonic unveils its latest activities, achievements and vision for a more sustainable future.*



Berlin, 5th September 2024



* New Home Entertainment and audio products: Party Speaker, the SC-BMAX5E-K\_10E-K; Technics SC-CX700 Wireless HiFi Speaker System; Technics Grand Class Turntable SL-1300G; RZ-B120W Wireless Earphones; RB-M600B Wireless Headphones; and Technics True Wireless EAH-AZ80 earbuds in Midnight Blue
* New Personal Care products: Series 900s palm-sized 5-blade shaver and Series 700s compact 3-blade shaver, plus MULTISHAPE head attatchments, Oral Irrigator range and NA0J Hair Dryer
* New Kitchen products: NF-CC500NXE Air Fryer in Olive Green, 4-in-1 NN-CD88 Combination Microwave Oven with Air Fry accessory and the SD-PN100 Mini Breadmaker
* Latest sustainability efforts including new business approach in Japan “Panasonic Factory Refresh"

Today, Panasonic has announced an incredible 12 new product launches — celebrating IFA’s 100-year anniversary in style. The products, which range from personal care and home appliances, headphones and earbuds, all the way to Technic’s Wireless HiFi Speaker System, all help Panasonic reach its goal to create entertainment, health and wellness for its consumers today, while also enriching tomorrow.

**Sustainable wellbeing as the foundation**

The Create Today, Enrich Tomorrow (CTET) ethos is at the heart of everything Panasonic does, ensuring that the company is taking concrete and impactful steps to reduce not only its own CO2 emissions, but also those of its customers through its sustainability solutions and products. Alongside the focus on decarbonisation, the company included a second pillar to its Panasonic Green Impact core business strategy — Circular Economy, a holistic approach for more sustainable business across the entire organisation.

In line with efforts to create a circular economy business model, Panasonic is also expanding on its more than 20 years of recycling experience. Through the Panasonic Eco-Technologies Centre, one of four Japanese recycling facilities, the company has collected in-depth know-how for decades and in April this year Panasonic also launched a new refurbishing programme called “Panasonic Factory Refresh”. The programme —which is only available in Japan currently— includes TVs, washing machines, dishwashers, refrigerators, and LUMIX cameras.

As well as establishing the circular economy business approach, Panasonic is also focussing on reducing its overall impact on the planet in its own operations. The company reported only last week that it has overachieved its midterm target of turning 37 of its 250 manufacturing locations into zero CO2-emissions factories by March 2025, reporting 44 factories globally have been decarbonised.

"For over 100 years, Panasonic has been dedicated to contributing to society, and today, the critical issue we face is climate change. In response, Panasonic is committed to reducing and avoiding carbon emissions, while actively developing solutions that promote the use of recycled materials and encourage customers to buy refurbished products and develop a joint mindset of the circularity of materials and products. These efforts are central to our mission to make a meaningful impact in the fight against climate change." said Managing Director, Panasonic Marketing Europe, Hideki Katayama.

Panasonic will showcase its new sustainability initiatives, as well as its latest consumer products, including the new 2024 TV line-up, the Technics SC-CX700 Wireless HiFi Speaker System and Grand Class Turntable SL-1300G, the latest LUMIX launches including the S9 and GH7, the NA0J hairdryer, and the Personal Care irrigator lineup, in Hall “HUB27” at IFA 2024 in Berlin.

**IFA 2024 announcements**

1. **Panasonic Premium TVs**

Panasonic Consumer Europe (PCEU) is also pleased to announce a new collaboration with Platige —a renowned creative company based in Poland— to enhance visual projects using Panasonic OLED TVs. This partnership aims to leverage the precision of Panasonic OLED displays to ensure the highest fidelity in Platige's animations, visual effects, and other creative works.

This announcement comes on the back of Panasonic’s recent 2024 TV lineup with the flagship model Z95A that sets a new standard for immersive viewing experiences. Panasonic Premium TVs now come with the Fire TV built in and Premium Panasonic features, offering users a more intuitive and integrated experience. The collaboration with Amazon marks a significant milestone in Panasonic's journey to empower viewers to "Watch your favourites, control your home".

Premium Panasonic features include ground-breaking advancements in OLED technology and smart TV features, including the Master OLED Ultimate panels, HCX Pro AI Processor and Penta Tuner for advanced broadcast reception.

In addition to satellite, cable and antenna, the Penta Tuner supports reception via the Internet (IPTV) and home network (TV>IP), meaning TVs can be located independently of an antenna socket and programs enjoyed in every room without the need for an extra TV connection.

Thanks to this new processor, Panasonic is unveiling improved "Game Mode Extreme," which equips the TVs with cutting-edge gaming functionalities, making them ready for the latest consoles and PCs. Notably, the inclusion of HDMI 2.1 High Frame Rate and VRR up to 144Hz means more frames per second, resulting in faster, smoother gameplay.

Another significant enhancement is that gaming with Dolby Vision is now also compatible with frame rates up to 144Hz. This upgrade ensures the ultimate contrast and superior picture quality in High Dynamic Range, elevating the gaming experience.

1. **The SC-BMAX10 and SC-BMAX5 Party Speakers**

Kitted with integrated lighting effects and a built-in rechargeable battery, the BMAX10 and BMAX5 can turn anywhere into a party.

The BMAX10 is engineered to deliver 150W of pure power, featuring two 14cm woofers, two tweeters, and two bass reflex ports for impressive, detailed sound whether you want crystal clear vocals or full-on bass lines. There is even a Bass Boost to take things to the next level for bass lovers.

The smaller BMAX5 features single 14cm woofer and bass ports, with two tweeters, to deliver a 75W of power. It’s perfect for smaller locations, offering flexibility to use it in a variety of settings.

Both speakers are Bluetooth® enabled for easy streaming and can connect to Smart TVs for karaoke or can be hooked directly up to guitars or mics thanks to the separate jacks included.

1. **Technics’ first bookshelf Wireless HiFi Speaker System, the SC-CX700**

Offering richer sounds and clearer melodies, the SC-CX700 is a lifestyle focussed product that aims to elevate the universal emotional journey people go on when they listen to music. Whether that’s feeling inspired when hearing the clear intricacies of a well-composed classical piece, or feeling energised by thumping bass, the SC-CX700 delivers an unparalleled music experience that is more immersive and impactful than ever before.

Combining Technics’ legendary audio expertise — jampacked with its highly acclaimed audio technology and engineering, offering superb sound clarity as well as state-of-the-art connectivity — with elegance and style, the SC-CX700 Wireless HiFi Speaker System redefines the concept of a modern entertainment system.

Available in three colours (Charcoal Black, Silky Grey and Terracotta Brown), the wireless speaker system is wrapped in a stylish microfibre material that feels like suede and is easy to integrate into any home aesthetic.

1. **Technics Grand Class Turntable SL-1300G**

The new flagship model in the Grand Class line-up of iconic Technics turntables, the SL-1300G builds on the superb ΔΣ-Drive (Delta Sigma Drive) motor control technology, first introduced in the SL-1200GR2, to create an outstanding turntable that is a cut above the rest.

Combining ΔΣ-Drive with a more sophisticated iron-coreless motor, the SL-1300G doesn’t just eliminate minute motor vibrations, it gives ultimate motor control giving users even clearer sound quality for the ultimate analogue vinyl experience.

The SL-1300G also features a more powerful motor which enables the usage of a bigger platter – another measure for further reducing mechanical vibrations during vinyl playback. This platter consists of three layers: an aluminium die-cast build, a top layer of 2mm thick brass, and a heavy weight rubber fixed underneath the platter to dampen even the tiniest remaining vibrations. The heavier platter also means higher mass inertia which in turn makes the rotational accuracy of the SL-1300G outstanding.

The mechanical and electronical drive system is further supported by the new Multi-stage Silent Power Supply, which achieves a very low noise floor, enabling exceptional signal-to-noise ratio, which improves the overall signal performance.

1. **RZ-B120W True Wireless Stereo Earphones**

Panasonic’s new RZ-B120W wireless earphones are for people on the go – those who demand long battery life, want to be free of wires, desire simple fuss-free operation and don’t want to break the bank.

Despite B120W’s compact size, and close fit to the ears, there also offer impressively powerful bass performance thanks to XBS. Meanwhile, Bluetooth® 5.3 takes care of connectivity with smart devices, and helps with call quality too.

With an impressive 6.5hrs battery life in the headphones themselves, and an extra 19.5hrs in the charging case, the RZ-B120W are ready for whatever the day has in store. Plus, with both Siri and Google Assistant compatibility, a simple tap to the side of an earphone, followed by the preferred assistant’s ‘wake words’ will bring your own personal helper to life.

1. **Wireless Headphones the RB-M600B**

The Panasonic RB-M600B wireless headphones are for people looking for great sounding music, who want Active Noise Cancellation, the latest Bluetooth® tech and enough battery life to fly around the world – all without costing the earth.

The RB-M600B offer hybrid Active Noise Cancellation (ANC) with feed-forward and feedback mics for reducing external and internal noise. They also feature Bluetooth 5.3 for stable connections and multipoint connectivity, allowing pairing with two devices simultaneously.

Designed for all day wear, the headphones have an adjustable headband and swivel ear cups, providing up to 65 hours of battery life on a single charge, plus an additional 6 hours after a 15-minute quick charge.

In terms of sound quality, the RB-M600B headphones include XBS Deep technology for enhanced bass and clear stereo sound, as well as Environmental Noise Cancellation (ENC) for clearer calls. They're compatible with Siri and Google Assistant and offer quick pairing with Windows Swift Pair and Google Fast Pair.

With a sleek design, physical buttons for key controls, and a choice between cream or black finishes, the RB-M600B headphones are ideal for users seeking high-quality sound, comfort, and convenience.

1. **Midnight Blue Technics True Wireless EAH-AZ80 earbuds**

With numerous awards and impressive star ratings across a huge number of prestigious publications including the likes of TechRadar to its name, the EAH-AZ80 has become a top choice for audiophiles and music enthusiasts alike since its launch.

Now, with the addition of the new Midnight Blue colour, Technics is inviting fans to personalise their sound *and* their style for the tailored ultimate music experience.

1. **Personal Care Series 900s palm-sized 5-blade shaver and Series 700s compact 3-blade shaver**

Designed to redefine your shave, the new Series 900s and Series 700s shavers gives users ultimate control and top performance thanks to the unique minimalist design that fits perfectly in the palm of your hand.

The Series 900s boasts five Japanese stainless-steel blades, an ultra-fast linear motor using mag-lev technology with 70,000 cutting actions per minute, and Responsive Beard Sensor+ Technology to tackle even thick and dense stubble effortlessly. And with a durable battery, USB charging (Type-C) and a travel case, maintaining your look has never been easier, whether at home or on the move.

Plus, with the compact design and removal of traditional handle, the Series 900s ES-PV6B reduces plastic used by approximately 40%[[1]](#footnote-2).

Meanwhile, the Series 700s feature an ultra-fast linear motor delivering 39,000 cross-cutting movements per minute, Responsive Beard Sensor Technology and an advanced three blade cutting system nano-sharpened at 30 degrees to deliver an efficient and comfortable shave every day.

* **Personal Care MULTISHAPE head attachments**

Panasonic introduces four new attachments to its award-winning MULTISHAPE modular personal care system for men, enhancing the all-in-one grooming experience.

The new attachments include the ER-CHC1 Hair Clipper Head — featuring 45-degree stainless steel blades crafted with advanced Japanese Blade Technology, this attachment offers versatile length settings from 0.9 to 30mm and includes four dual combs, ensuring precise, professional-grade haircuts.

The ER-CDT1 Detail Shave/Trim Set, comprising an Eyebrow Trimmer, Beard Detail Trimmer, and Detail Shaver. The trimmer uses acute 45-degree edge blades for efficient beard trimming, while the Detail Shaver includes a sharp inner blade paired with an outer foil for close, skin-friendly shaving.

The ER-CFC1 Foot Care Head, equipped with a durable micro-ceramic roller file, for gentle exfoliation on feet, leaving them smooth and soft. And finally the ER-CFB1 3-in-1 Facial Brush Head — designed for comprehensive facial care, this head operates at approximately 3,000 sonic vibrations per minute. It includes attachments for daily cleansing, deep exfoliation, and beard care, with silicone bristles ideal for blackhead removal around the nose and chin.

1. **NF-CC500NXE Air Fryer in Olive Green**

The Panasonic NF-CC500 Air Fryer is now available in a sleek Olive Grey, redefining healthy cooking in style with advanced features that save time and energy.

Featuring gentle steam technology —which includes an integrated water tank to hydrate the food’s surface for a juicy interior and crispy exterior— a sophisticated LED touch panel with 11 preset menu icons, and manual settings for customising cooking times, the NF-CC500 Air Fryer makes it easier than ever to perfectly cook a wide range of dishes.

Designed with user convenience in mind, the NF-CC500 also features a high-temperature-resistant viewing window and an interior light, allowing users to monitor the cooking process without opening the fryer.

1. **NN-CD88 4-in-1 Combination Microwave Oven with Air Fry accessory**

Panasonic continues to lead the way in innovative kitchen solutions with the new NN-CD88 4-in-1 Air Fry Combination Microwave Oven. This sleek, space-saving 34-litre combi oven is designed to enhance the experience of cooking and fuel family mealtimes.

The NN-CD88 features a new Air Fry Basket accessory that can cook up to 900g of fries and optimises air circulation for even crisping and perfect browning, allowing users to achieve crispy, golden results without preheating. When used in conjunction with the ‘Air Fry’ programme, the NN-CD88 delivers the same performance as a conventional air fryer due to its unique top-fan structure.

Whilst saving time and effort with its multifunctional design, the NN-CD88 also enhances energy efficiency. Thanks to the simultaneous use of convection, microwave and grill, you can save up to 43% energy[[2]](#footnote-3) and 55% cooking time[[3]](#footnote-4)– unlike a conventional built-in oven or microwave oven without Inverter technology. It combines four essential cooking functions—microwave, oven, grill and air fry - for unparallelled versatility.

1. **SD-PN100 Mini Breadmaker**

Unique for it’s ability to bake small loaves, the new Panasonic Automatic Mini Breadmaker SD-PN100 is an innovation in the breadmaker market as it holds both minimising food waste and catering to dietary requirements at the heart of its design.

From whole wheat, to brioche to gluten-free, all the way to pasta, cake and even pizza dough, the SD-PN100 offers a variety of auto programs, making it easy to create a wide range of recipes that produce optimal results regardless of any dietary restrictions.

Panasonic’s advanced Dual Sensor Technology is at the heart of the SD-PN100’s superior performance, with two high-precision sensors monitoring both ambient and internal temperatures, ensuring optimal results in every bake.

**A holistic approach to wellbeing**

At Panasonic, our ultimate goal is to help people live their best lives by creating useful, high-quality products that have a positive impact on the world and our customer’s day-to-day lives.

Panasonic’s “Holistic Wellbeing” strategy, launched at IFA 2023, is our comprehensive approach that emphasises the interconnectedness of personal, societal, and environmental health. This strategy is rooted in the belief that true wellbeing extends beyond individual needs, encompassing the broader impacts on society and the planet. The importance of this approach lies in its potential to create a balanced relationship between personal wellness and global sustainability, addressing contemporary challenges such as climate change and resource depletion.

By integrating Holistic Wellbeing into its product creation, Panasonic ensures that each innovation aligns with its vision of promoting sustainable living. The multiple facets of which include: “Spatial Wellbeing”, “Outer Wellbeing”, “Inner Wellbeing”, and “Social Wellbeing”. These dimensions reflect various aspects of human experience, from the quality of living spaces to personal care, nutrition, and social connections, and are used as a guide in the development of new products.

Holistic Wellbeing informs Panasonic’s design philosophy, leading to products that are not only user-friendly but also environmentally conscious. For instance, Panasonic prioritises modular designs that extend product life cycles, enhancing repairability and reducing waste. The integration of IoT technology for predictive maintenance further supports sustainability by minimising resource use and promoting efficient energy consumption.

Ultimately, Panasonic’s holistic approach aims to foster a healthier, more sustainable future by harmonising the needs of people with the wellbeing of the planet and we feel all the technology on display at IFA 2024 reflects this aim.

**About the Panasonic Group**

Founded in 1918, and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. The Group reported consolidated net sales of € 8,378.9 billion yen (ca. 59.4 billion Euro) for the year ended March 31, 2023. To learn more about the Panasonic Group, please visit : <https://holdings.panasonic/global/>.

**Create Today. Enrich Tomorrow.**

Holistic Wellbeing for People, Society, and the Planet - Our goal is to bring balance to People, Society and the Planet through our innovative solutions & products; promoting overall wellbeing for everyone by creating a healthier, simpler and more balanced way of living.

[Find out more >](https://www.panasonic.com/uk/consumer/create-today-enrich-tomorrow/holistic-wellbeing/social-wellbeing.html)

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**Panasonic Group Environmental Initiatives**

The Panasonic Group has set forth its long-term environmental vision, "Panasonic GREEN IMPACT," with the aim of achieving both a better life and a sustainable global environment for all. Under PGI, Panasonic Group strives towards achieving virtually net zero CO2 emissions from its own operations by 2030, and aims to create an impact of more than 300 million tons (\*1) of reduced and avoided CO2, which is equivalent to about 1 percent of the current global total of approximately 31.7 billion tons (\*2) by 2050. The group also works on business activities to realize a circular economy in which resource efficiency contributes to decarbonization and reduces the consumption of limited natural resources.

\*1: CO2 Emission factor based on 2020

\*2: 31.7 billion tons of energy-derived CO 2 emissions in 2020 (Source: IEA)

[Panasonic GREEN IMPACT - About Us - Panasonic Holdings](https://holdings.panasonic/global/corporate/panasonic-green-impact.html)

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1. Internal measurement of shaver parts in volume: Panasonic ES-LV6U vs ES-PV6. [↑](#footnote-ref-2)
2. \*Applies to energy-saving during cooking with Panasonic Inverter Combination Microwave Oven NN-CD88. Result/s based on wattage per hour using the average of Panasonic internal product tests (4 different dishes), against 3 electric built-in ovens with capacities between 71l-65l. All ovens were energy efficiency class A or higher, from 3 different well-known brands across the price range (United Kingdom, November, 2022). [↑](#footnote-ref-3)
3. \*\*Applies to Panasonic Inverter Combination Microwave Oven NN-CD88. Result/s based on the average of time taken to cook 5 different dishes using Panasonic internal product tests, against 3 electric built-in ovens with capacities between 71l-65l. All ovens were energy efficiency class A or higher, from 3 different well-known brands across the price range (United Kingdom, November, 2022). [↑](#footnote-ref-4)