

Panasonic

Welcome to Panasonic Press Reception



September 5th 2024

**Create Today.
Enrich Tomorrow.**

Panasonic

Welcome to Panasonic at IFA 2024

Hideki Katayama

Managing Director
Panasonic Marketing Europe

**Create Today.
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Our Contributions: Paris 2024

Fostering an inclusive environment
embodying our company values

&

Providing Panasonic's cutting-edge
AV technology to share the passion



Our Strategy Hollistic Wellbeing

We are committed to the holistic wellbeing of people, society, and the planet through Japanese innovation.

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Panasonic GREEN IMPACT

Our two main pillars :

1. Carbon Neutrality
2. Circular Economy

Panasonic GREEN IMPACT



Carbon
Neutral



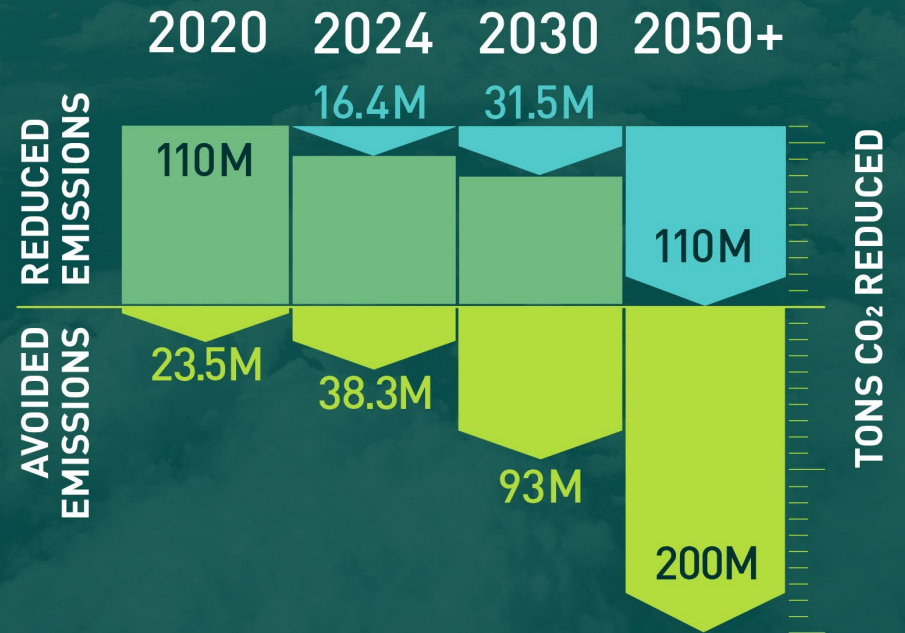
Circular
Economy

Our sustainability
commitment:

Panasonic
GREEN IMPACT

Panasonic GREEN IMPACT

What we would like to achieve by 2050



We aim to create impact that reduces
CO₂ emissions by over 300M tons

No CO₂ emissions From Factory Operations

GREEN IMPACT PLAN 2024

Goal Exceeded :


44 Zero-CO₂ emission
factories to-date

Panasonic GREEN IMPACT

OWN IMPACT - Realizing zero-CO₂ factories



Energy saving activities



Promoting renewable energy usage



Renewable energy procurement

100% Zero-CO₂ factories by 2030

An aerial photograph of a large industrial facility, likely a Panasonic factory, featuring extensive solar panel installation on the roof and a green roof section. The facility is surrounded by residential areas and parking lots.

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RE100 Solution

(Renewable Energy 100%)

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Illustration purpose only

Our Vision for our Cardiff Factory

The RE100 Solution with its three
local green energy sources :

1. Panasonic Hydrogen Fuel Cells
2. Solar Panels
3. Battery Storage



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Proof-of-Concept RE100 in Progress

In our microwave oven factory in Cardiff, UK, construction work is underway with the inauguration scheduled this year.

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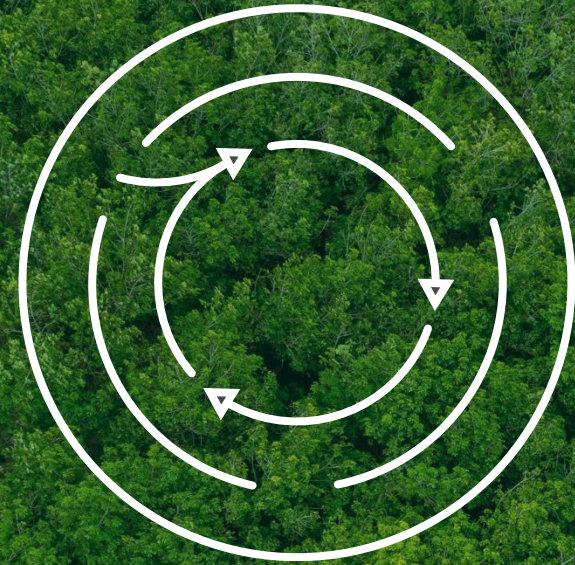


Circular
Economy

The Concept of Circular Economy

Markus Reichling

General Manager
Green Transformation (GX) Office



Circular Economy describes an economic system aiming for the most efficient use of material resources along the product value chain.

Our Circularity History

Some 'Circular Economy' measures are established at Panasonic already for a long time...

Product Repairs



Minimize Factory Waste



Design for Recycling



Self-controlled Recycling Operations

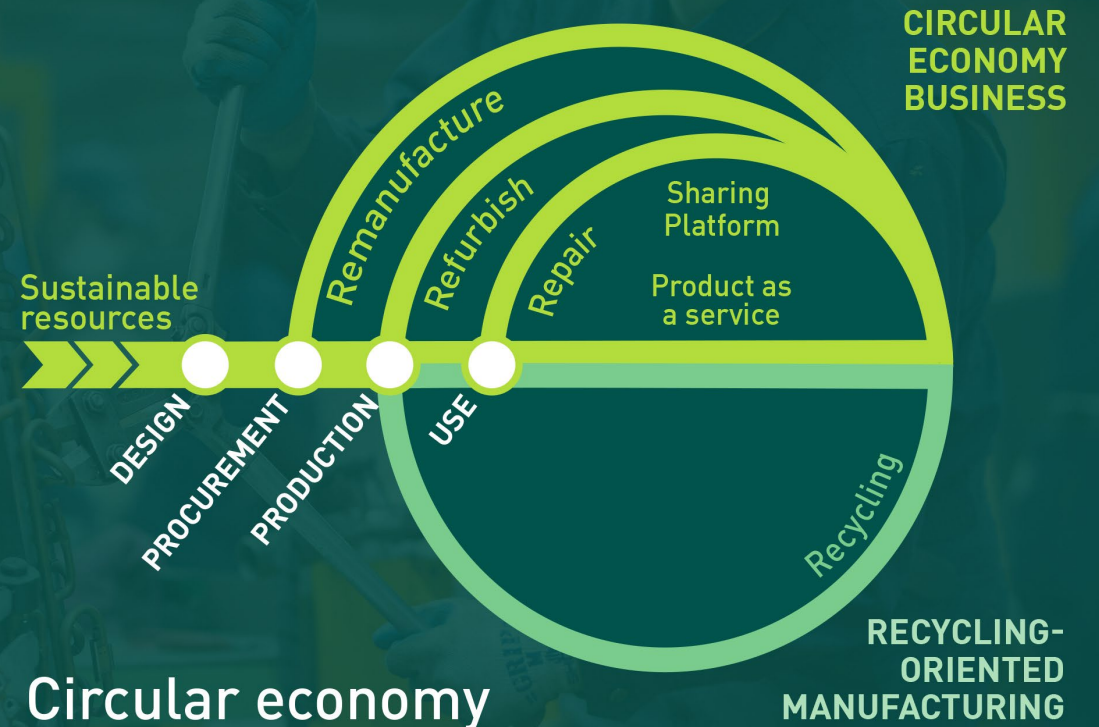


Our Gradual Transition Towards Circular Businesses

1. Minimise the use of materials and extend the usage of recycled & renewable materials
2. Maximise the product lifetime
3. Take a joint approach with customers and partners

Panasonic GREEN IMPACT

Our approach to the circular economy



Circular Product Design

Example : Panasonic 'MULTISHAPE'

Upgrading existing products
to provide additional functionalities.



4 NEW ATTACHMENTS FOR 2024



MULTISHAPE
MODULAR PERSONAL CARE SYSTEM



Circular Product Design

Example :
Panasonic shaver - Series 900s

With the compact design and removal of traditional handle, the shaver ES-PV6B reduces plastic used by approx. 40%*.



Maximise Product Lifetimes & Engage Consumers

1. Product as a Service (PaaS) :
Example - 'Product Leasing'
Coming to Europe in the next 12 months
2. Closing the product
& material loops :
Product refurbishment and upgrades as
the core base for Panasonic-controlled
"2nd-hand" sales



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Further Strategy Updates : TV

Panasonic TV
PREMIUM



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2024 Product Highlights

David Preece

European Director
Marketing Comms & eCommerce
Panasonic Marketing Europe

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Amazon Fire TV Collaboration





















Starting from this year, high-end Panasonic Premium TVs will come with the Fire TV experience built in and premium Panasonic features, offering users a more intuitive and personalized experience.

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Panasonic TV
PREMIUM



Panasonic 2024 OLED Line-Up

SERIES	OS	PICTURE QUALITY		SOUND QUALITY		GAMING						
Z95A		 HCX PRO AI MK II	 MASTER OLED ULTIMATE	 360° SOUNDSCAPE PRO	Line Array Speaker	 GAME MODE EXTREME	 AMD FreeSync Premium	HDMI 2.1 HFR/VRR Support + 144HZ 				
Z93A			 MASTER OLED PRO CINEMA SIZE	Tuned by Technics®								
Z90A			 MASTER OLED PRO except 48/42"	 DYNAMIC THEATER SURROUND PRO	Front Firing Speaker				 GAME CONTROL BOARD 	 nVIDIA G-SYNC Compatible		
Z85A			 THEATER SURROUND PRO	 OLED	 SURROUND SOUND PRO				Sub-woofer	 GAME MODE EXTREME	 AMD FreeSync Premium	HDMI 2.1 HFR/VRR Support 
Z80A			 HCX PROCESSOR									

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Level Up Your Game

Activision Blizzard Cooperation

The official TV partner of the next Diablo 4 "Vessel of Hatred" expansion (October 2024).

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GAMING

DIABLO
VESSEL OF HATRED



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Platige Coop in EU

Platige, a creative company, leverages the precision of Panasonic Premium OLED TVs to enhance their visual projects.

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Rediscover Music /

Technics

SL-1200M7B

Automobili Lamborghini & Technics

Technics SL-1200M7B comes with the typical look and feel of a 1200-series DJ turntable, however it features the iconic Y-shaped pattern inspired by Lamborghini's super sports cars.

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Technics



**MUSIC TAKES
YOU PLACES,
WE DO TOO.**

Rediscover Music /

Technics

SL-1300G

Direct Drive Turntable System

Integrating Technics' revolutionary $\Delta\Sigma$ (Delta-Sigma)-Drive motor control technology into superior mechanical construction with sleek, minimalist design.

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Rediscover Music /

Technics

SC-CX700

Wireless Hi-Fi Speaker System

A powerful active speaker system with unparalleled features and versatility, combined with a superb enclosure construction in a highly elegant design.

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Rediscover Music /

Technics

EAH-AZ80

Midnight Blue

The award winning EAH-AZ80 is a top choice for audiophiles and music enthusiasts alike. The addition of the new Midnight Blue colour only serves to further its appeal.

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Technics EAH-AZ80, 06/2024



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Wireless Headphones

Panasonic Range

New wireless head and earphones, RB-M600B and RZ-B120W, supporting day to day with long battery life, all-day wearing comfort.

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SC-BMAX 10 & 5

New Portable Party Speakers

Featuring up to 15hrs music playback, built-in battery, dedicated mic & guitar inputs and integrated light show.

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LUMIX

LUMIX S9 & GH7

The latest LUMIX Full Frame S9 and Micro Four Thirds GH7 mirrorless cameras are designed with the creator in mind.

Combining creative and technical innovation for outstanding photographic and cinematic performance.

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Panasonic

Redefine Your Shave

Series 900s

Enjoy ultimate control with this innovative and minimalist palm-sized shaver.

Together a seamless blend of style and functionality offers an intuitive experience of shaving close to the skin with Panasonic's premium 5-blade technology.

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New MULTISHAPE Attachments

Be ready for any occasion with four new attachments for MULTISHAPE – Panasonic’s award-winning modular personal care system.

From clipping hair to exfoliating hard heels, Panasonic offers the 360° personal care experience.

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NA0J Hair Dryer

The EH-NA0J hair dryer uses nanoe™ MOISTURE+ and Mineral to deeply moisturise and soften hair, protect hair colour from fading*1, and provide scalp and skin care, making your hair stronger from root*2.

*1 Laboratory test of colour fading via spectrometer, SGS, Japan December 2023.

*2 Laboratory test of the effect on hair tips, SGS, Japan December 2023; laboratory test of fly-away hair, SGS Proderm, Germany, May 2023; 5-week home use test (N=152 women), UK December 2023, Laboratory test of colour fading via spectrometer, SGS, Japan December 2023.

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New Oral Irrigators

Series 800 & 600

Clean up your daily oral care routine with the new, redesigned Panasonic irrigators. Experience the clinically tested Series 800 & 600, featuring Ultrasonic Technology for healthier gums in just one week*.

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*1 Gum bleeding and Gingival index measured at 1 week after daily use of manual toothbrush and the Panasonic Ultrasonic Irrigator at level 4-5 compared to baseline, SGS proderm, Germany 2023.



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Nutritional Wellbeing

New Kitchen Range

Launching a variety of cooking appliances to support a nutritional wellbeing and lifestyle, including the introduction of NN-CD88 4-in-1 Air Fry Combination Microwave and Mini Breadmaker, SD-PN100.

New expansions to NF-CC500 Air Fryer range with new olive grey offering.

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Panasonic Booth Concept

Bring balance to people, society and the planet through innovative solutions and products.

Creating a healthier, simpler and more balanced way of living.

