

Panasonic
ideas for life

2009

58" class & 65" class

(58.0 inches Measured Diagonally)

(64.7 inches Measured Diagonally)

VIERA[®] Plasma HDTVs

VIERA

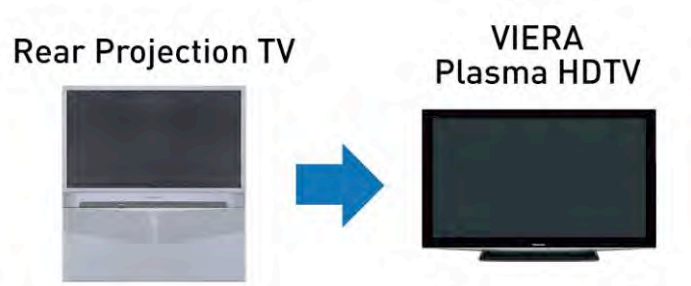
Panasonic's VIERA Plasma HDTVs Change Big Screen Entertainment

This fall Panasonic will launch its new VIERA Plasma HDTV V-Series and S-Series 58-inch class and 65-inch class models. V-Series models offer the ultimate in picture quality performance, said to be the best in the industry. And although S-Series TVs are standard models, they still let you enjoy Full-HD entertainment with outstanding image quality. The bigger a Plasma HDTV screen gets, the better the picture quality becomes. It's fair to say that it's precisely because the screen is large that the picture looks so good. There's little doubt that the 58-inch class and 65-inch class VIERA Plasma HDTVs will stand out as masterpieces among thin TVs as well as Plasma HDTVs.



Ideal as a Replacement for a Rear Projection TV

A rear projection TV used to be your only choice if you wanted a TV with a 50-inch or larger screen. In fact, in the period from 2001 through to 2003 alone, about 5.3 million rear projection TVs were sold in the U.S. Now, after roughly 7 years of improvements that have made large, flat panel TVs popular, there are probably quite a few rear projection TV owners who are thinking of switching over to a Plasma HDTV. Superb picture quality, HDMI connection, and thin designs are just some of the reasons. So is cost. The price of the first 50-inch Plasma HDTVs was more than 10,000 dollars whereas today they cost about half that much while delivering even better picture quality and functions. In other words, it's a great deal for your budget. If you're thinking of replacing your rear projection TV, you couldn't make a better choice than a new 58-inch class or 65-inch class VIERA Plasma HDTV. Superb picture quality on a large screen, plentiful network functions, attractive designs and environment-friendly features – everything you need in a HDTV.



Large Screen VIERA Plasma HDTV Advantages

– A Plasma HDTV is Ideal for Large Screen Entertainment

One notable advantage of a VIERA Plasma HDTV is its outstandingly superior picture quality. This outstanding image quality is sure to satisfy, whether you're a fan of large screens for viewing movies or sports. Here are the five major advantages of 58-inch class and 65-inch class VIERA Plasma HDTVs.

The 5 major advantages of 58-inch class and 65-inch class VIERA Plasma HDTVs

- (1) **A large screen delivers dynamic images right before your eyes** : Lifelike movie theater ambience
- (2) **The screen is large and images are beautiful right up to the corners** : Wide viewing angle
- (3) **Even though the screen is large, image brightness is uniform** : The brightness of each pixel is controlled
- (4) **High contrast even on a large screen** : The brightness of each pixel is controlled
- (5) **The screen is large and fast moving images are crisp and clear** : High moving picture resolution

Applying the technology and know-how gleaned from more than 50 years of producing TVs, Panasonic has strived to deliver the ultimate in picture quality and easy operation. The success of these efforts is clearly evident in the VIERA Plasma HDTV. When you discover the innovative technology behind such exceptional picture quality, you're sure to want a 58-inch class or 65-inch class VIERA Plasma HDTV in your home.

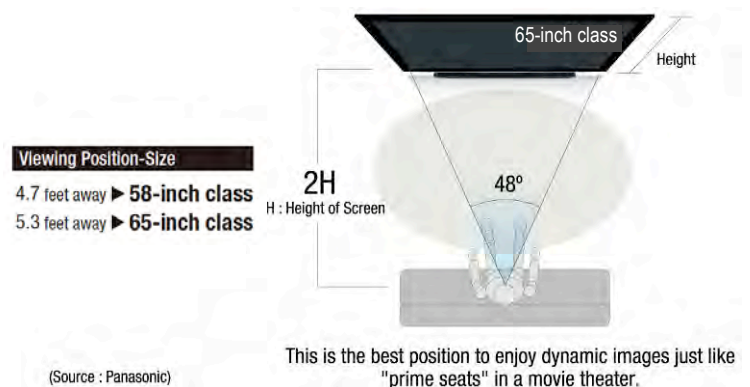
The Bigger the Screen, the Better VIERA Plasma HDTV Picture Quality

- (1) **A large screen delivers dynamic images right before your eyes** : Lifelike movie theater ambience

With a 58-inch class or 65-inch class VIERA Plasma HDTV, you're ready to watch more realistic, expressive and dynamic images in your own living room. It's just like being at a movie theater. The higher the TV screen, the more excitement, and the wider the screen, the more presence you can enjoy. Recent research has shown that the optimum viewing distance for a Plasma HDTV is twice the height of the screen. And when watching a 65-inch class screen from the optimum viewing position, the viewing angle is 48°. This is within the 45° to 50° viewing angle range enjoyed from a "prime seat" at a movie theater, a fact that also happened to be confirmed by research conducted by Dolby Laboratories, Inc. So there it is – you can now lose yourself in movies at home in the same way you do in a good seat at a movie theater. Offering a total "being there" movie watching experience as well as superb picture quality, this 65-inch class model has everything movie lovers are looking for.

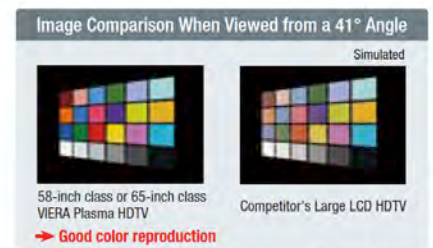
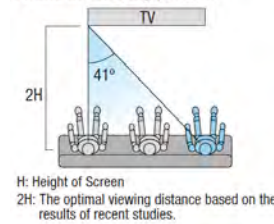
- (2) **The screen is large and images are beautiful right up to the corners** : Wide viewing angle

With 58-inch class or larger screens, the way colors appear when viewed from an angle is an important consideration. That's because even if you're sitting in front of the center of the screen, you view images



near the edges of the screen at an angle. The color viewing angle of Plasma HDTVs is enough to assure that even with a large screen, you can enjoy beautiful images right up to the edges and corners. However, with some LCD HDTVs of similar size including LED-backlight models, which have a narrow color viewing angle, colors in the center of the screen and at the four corners differ. This makes the picture appear unnatural. Looking for big screen entertainment with colorful, vivid images precisely rendered across the entire screen? You need a VIERA Plasma HDTV.

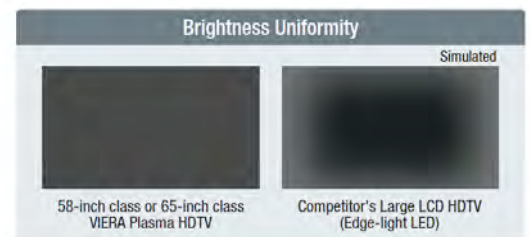
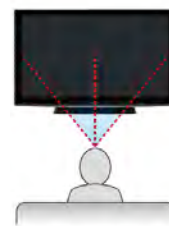
Relationship between a 65-inch class TV and the viewing position.



(Source : Panasonic)

(3) **Even though the screen is large, image brightness is uniform** : The brightness of each pixel is controlled

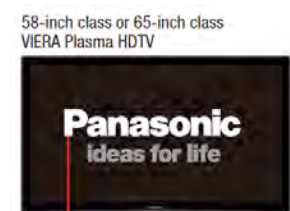
Plasma HDTVs feature a self-illuminating panel of pixels that illuminate individually. Since light from each pixel is separately controlled, brightness is uniform across the entire screen, from the edges to the center. A wide viewing angle also means there's no dimming at the screen edges. So with a 58-inch class or 65-inch class VIERA Plasma HDTV, you're ready for big screen entertainment without the problem of uneven brightness. By comparison, the viewing angle of an LCD HDTV is narrower than a Plasma HDTV's, so the level of brightness at the edges and center of a 58-inch or larger screen differs. This difference is even more apparent with some edge-type LED backlight LCDs because the light source is at the edges of the screen.



(Source : Panasonic)

(4) **High contrast even on a large screen** : The brightness of each pixel is controlled

The area drive system in LCD HDTVs provides better contrast than conventional CCFL backlighting in some scenes. However, since backlight control depends on the size of LED density, it is difficult to achieve sufficient brightness for individual points of light in scenes such as starlit sky or fireworks display, and true black backgrounds at the same time. With a Plasma HDTV, because each pixel emits light individually, bright parts of an image can be reproduced with a sufficient degree of illumination, while keeping the darkest background. As a result, high contrast is possible even in tough scenes for large screens such as tiny but shining stars against a jet-black sky.



Bright areas are crisp and clear



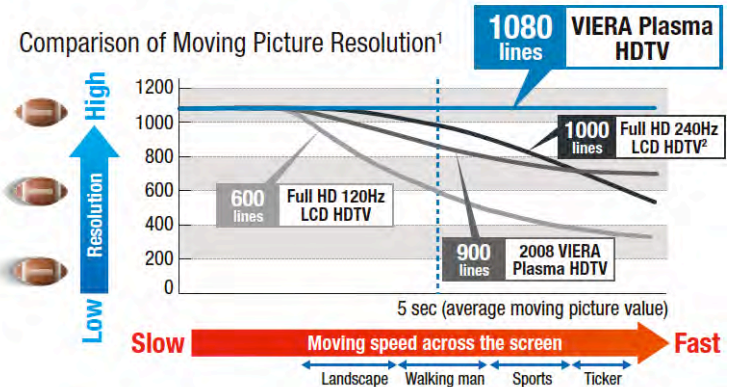
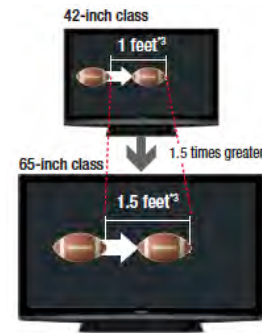
(Source : Panasonic)

(5) **The screen is large and fast moving images are crisp and clear** : High moving picture resolution

Moving picture resolution is another vital consideration for large screens. That's because the larger a screen becomes, the more noticeable small

imperfections become. For example, a 1-foot movement on a 42-inch screen becomes a 1.5-foot movement on a 65-inch screen. In other words, even with the same image, the screen speed on a 65" screen is 1.5 times that of a 42" screen. This means that as a screen becomes larger, the images shown on it move faster, which calls for the ability to clearly define moving images. 58-inch class and 65-inch class VIERA Plasma HDTVs deliver moving picture resolution of 1080 lines. This is a point worth remembering if you like watching fast moving sports or action movies.

Even if you used to believe all large TVs were the same, you can probably see now what makes VIERA 58-inch and larger TVs so special. But big screen entertainment isn't all you get with a VIERA Plasma HDTV. Check out some of the features that will make you want to rush out and purchase one.



1 Measured by APDC (Advanced PDP Development Center Corporation) Method This is a simulated graph based on actual measurement values.

2. According to a Panasonic survey

VIERA's Versatility Expands Your Fun with a Large Screen So Much More than Just a TV

Dynamic Web Content Fun
-VIERA CAST™

With the development of the digital network, the demand is for TVs that are consumer electronics you use as well as watch. In line with this trend, VIERA models feature state-of-the-art network functions. Of these, the most outstanding is the IPTV function called "VIERA CAST". With this handy feature you can enjoy web content such as Amazon Video On Demand that lets you rent HD movies without leaving home. You can also view YouTube and Picasa Web Albums on a big screen in the comfort of your living room. Watch online videos and share photos with your friends and family. And with Bloomberg, check the latest financial news from around the world. VIERA CAST online contents are self-updated whenever new content becomes available. Only 58" class and 65" class V-series Plasma HDTVs provide this function. Of course, you may think there's nothing remarkable about viewing web content on a large screen. Actually, unlike the small screen of a PC, a large screen provides a fresh, more powerful way to enjoy video and image sites.



- Amazon Video On Demand
 - Bloomberg
 - Picasa Web Albums
 - YouTube
 - Weather
- and more to come!**

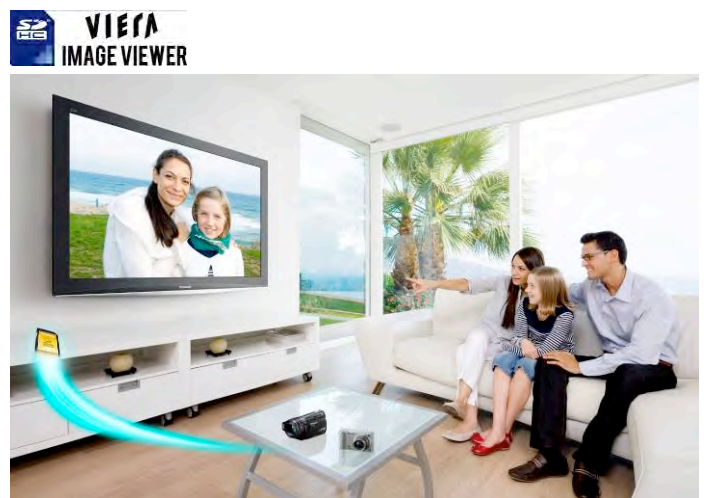
Watch a video of a fireworks display on YouTube for example, and the power and high contrast provided by a large screen recreate the atmosphere of the event for even more excitement. In the mood for a movie? Amazon Video On Demand, lets you choose from a wide variety of movie titles for large screen viewing fun in your home whenever you feel like it. It will be harder than ever for movie lovers to move away from in front of the TV!

Life-size Images of Your Kids

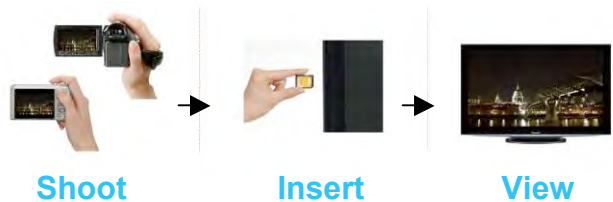
-VIERA Image Viewer™

-You're also ready to view videos and still pictures recorded on SD cards. Just push the card into the SD card slot on the TV, and the VIERA Image Viewer lets you see your shooting results on a big screen. What's more, there's built-in background music for more impressive slide shows in the G Series and above.

The thing about a large screen is that it lets you appreciate images more than ever. For example, when you come back after a trip, you can immediately view photos and videos taken while you were away. The high-definition images provided by a Full-HD large screen let you relive those special moments. With a vertical height of just under 1 meter, a 65-inch class model lets you view life-size images of your children, which is bound to make them smile. And when viewing shots of spectacular scenes like Niagara Falls or the Grand Canyon using the VIERA Image Viewer, the wide viewing angle of a 58-inch class or 65-inch class screen lets you feel as though you're there once again. It's a completely new viewing experience.



Easy 3-Step



An Easy Way to Large Screen Movie Entertainment

-VIERA Link™

-For extra convenience, you can take advantage of VIERA Link to operate connected components with a single VIERA remote control. So don't worry if you're not technically minded – everything's here to make things easy. If you're thinking of purchasing a large screen TV, you probably love movies. In that case, a VIERA Plasma HDTV is the ideal choice. All you need to connect peripheral components is a single HDMI cable. Now you can easily set up your system without wasting time with complicated wiring behind the TV. In no time at all, you can sit back and enjoy the presence and excitement of full-scale home theater entertainment.



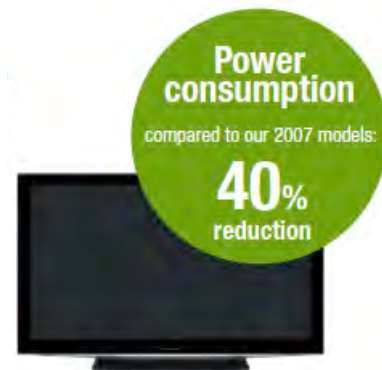
Large Screen, Eco-friendly Viewing Pleasure

with Dramatically Reduced Power Consumption

Improving efficiency with the use of NeoPDP technology has reduced power consumption. Plasma HDTVs can also lower average annual energy consumption, a little known fact. Plasma HDTVs can also lower average annual energy consumption. Thanks to the self-emitting panel, bright scenes are bright and dark scenes are dark while only the required amount of power is used for each scene, so less electricity is consumed.

More than a few people have probably shunned large screen Plasma HDTVs because they think they consume a lot of power. But Panasonic's large screen TVs feature the NeoPDP double efficiency panel to dramatically reduce annual power consumption. During On Mode* operation, power consumption is 40% lower compared to our 2007 models. In short, even large screen VIERA Plasma HDTVs have energy-saving specifications.

*EPA standard used when measuring power consumption



New Models Debut

Ultimate Picture Quality on a Large Screen: 58"/65" Class V-Series
(58.0/64.7 inches Measured Diagonally)

Among the different VIERA models, those in the V-Series boast the highest picture quality. They have been highly praised in magazines and other publications, with some articles going as far as to say the picture quality is as good as or better than that of other evaluated HDTV models.

Features assuring this exceptional picture quality include 600Hz Sub-field Drive providing moving image resolution of 1080 lines, dynamic contrast of 2,000,000:1, Digital Cinema Color and a THX Certified Display. Large screen 65/58-inch class V-Series models deliver image quality to satisfy the most demanding viewers. Immersing you in the onscreen action, these large screens are set to turn your sofa into a prime seat at a movie theater. If you're a movie lover or particular about picture quality, be sure to experience first hand the incredible power of a large screen V-Series model. You won't be disappointed.



*VIERA emulates the color of digital cinema projectors currently in theaters.



What's THX® Certified Display?

THX Display certification is given to TVs that are optimal for watching movies. This means that the image quality has passed the necessary criteria for brightness and contrast, making it possible to enjoy images exactly as the filmmakers intended, in your own home.



Affordable Large Screen Full-HD Plasma TVs: 58"/65" Class S-Series
(58.0/64.7 inches Measured Diagonally)

The S-Series offers affordable large screen Full-HD models delivering beautiful high-definition images.

They also let you enjoy sports and other fast moving images with high moving picture resolution and high contrast, as well as a picture with an exceptional feeling of depth. Naturally, the large screen will draw you in. Even though the models are affordable, they are Full-HD TVs with all the features required for superb picture quality. If you're thinking of replacing a projection TV, a large screen S-Series model is highly recommended. There's a slight difference in price, but taking into consideration the space-saving and picture quality advantages of a VIERA Plasma HDTV and the running and maintenance costs of a projection TV, in the long run you come out ahead with a VIERA Plasma HDTV.

VIERA Plasma HDTVs' Major Points



- Digital Cinema Color*
- THX® Certified Display
- VIERA CAST

50 54 58 65

*VIERA emulates the color of digital cinema projectors currently in theaters.



- Moving Picture Resolution 1080 Lines
- VIERA Image Viwer (Photo)
- VIERA Link™

42 46 50 54 58 65

A Large Screen TV Creates a New Vacation Style

With the high cost of travel, people are opting to stay at home more. In many cases, they are transforming their homes into a kind of vacation spot offering entertainment for family and friends in the comfort and security of their "personal resort". As a result of this trend, TV has taken on a more important role as a means of providing fun with movies, sports and games. With a 58-inch class 65-inch class VIERA Plasma HDTV due for release this fall, you get exceptional picture quality for movie theater thrills and atmosphere without stepping outside your door. Plus large screen display of photos and videos you've shot with the VIERA Image Viewer. And with a V-Series model, web entertainment with VIERA CAST. With all these network functions and more at your fingertips, taking a vacation at home has never been a better idea.