

Press Release

PANASONIC AND DYNASIGN ANNOUNCE NEW PARTNERSHIP, DIGITAL SIGNAGE PACKAGES

Secaucus, NJ (March 4, 2009) - Panasonic Professional Display Company, a unit of Panasonic Corporation of North America, the industry leader in professional plasma displays, and Dynasign, an industry-leading digital signage content management software developer and service provider, have partnered together to bring the only truly integrated, all-in-one digital signage solution for a wide range of environments, including: schools and universities; restaurant and hospitality; retail; healthcare; and corporate.

The partnership kicks off with special packages that include a choice of a 42", 50", 58", 65" or 103" Panasonic Professional HD Plasma and a plug-in PC board loaded with Dynasign Player licensed software. For a limited time, Dynasign is offering purchasers a free 30-day trial to the Dynasign Online remote content management platform.

The scalable system supports multi-screen configuration and a flexible screen layout with multi-zones for video, image, Flash, ticker and live feed template for displaying RSS/XML, TV channel, text messaging, weather, news, and other relevant data. A web-based remote content management interface, with customizable hierarchical content channels and advanced user access control, displays desired content on screens throughout the network. The package provides enhanced panel controls via integrated RS-232 managed remotely through Dynasign Online. An optional touch screen is available for interactive applications.

An onboard remote screen management system provides scheduled on/off, volume, brightness, multi-display, and more. Real time system status monitors components like media player status, system alert email notification, and playback reports for ad content, to name a few. Additionally, support for wired, wireless and 3G mobile networks is included.

"Our new partnership with Dynasign reinforces the fact that an integrated digital signage network, when deployed properly and with the right tools, can be a powerful messaging medium, for a wide range of environments," said Andrew Nelkin, president of Panasonic Professional Display Company. "We're excited to be partners with Dynasign in developing this new digital signage package, and believe it will help customers see that this robust new system has capabilities that can help improve communications and messaging in their businesses, while contributing to the bottom line as a cost-effective, comprehensive solution." Find out more at www.panasonic.com/proplasma.

About Panasonic Professional Display Company Panasonic Professional Display Company, a unit of Panasonic Corporation of North America, is responsible for the company's professional digital display business. Based in Secaucus, N.J., Panasonic Professional Display Company, a market and technology leader in professional digital displays, is a Division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. Panasonic's exclusive Panasonic Plasma Concierge program for professional and consumer owners of Panasonic Plasmas is administered through its Virginia-based Call Center which has been recognized as a Certified "Center of Excellence" by the Center for Customer-Driven Quality™ at Purdue University. For more information on Panasonic Professional Display Company, please visit www.panasonic.com/proplasma.