

PLASMA DISPLAY COALITION

News

For Immediate Release

LEADING PLASMA HDTV MANUFACTURERS LOADING UP THIN DISPLAYS WITH EXPANDED ENTERTAINMENT FEATURES AND ENHANCED ENERGY EFFICIENCY

LG and Panasonic Plan More than 30 New Plasma Introductions with New Internet Services and 3D Technology

NEW YORK, February 24, 2010 – Plasma television, acknowledged by experts for outstanding picture quality, enters 2010 stronger than ever. Industry leaders LG Electronics and Panasonic Consumer Electronics Company are planning more than 30 new models that offer a wide variety of new technologies and entertainment features, highlighted by ultra-thin designs and eye-popping 3D capability and enhanced IPTV functionality.

“Plasma is grabbing the headlines with the latest advancements. In fact, two of the electronics industry’s top companies have invested millions of dollars to develop intriguing new features in screens that are thinner, lighter, brighter and more energy-efficient,” said Jim Palumbo, President of the Plasma Display Coalition.

LG Plasma HDTV: Slimmer, Lighter, and Packed with Wireless Access, Connected Entertainment Features

LG Electronics plans eight new Plasma HDTV models this year, led by the LG INFINIA series that represents the company’s best design, technology, and entertainment options. These HDTV sets are only two-inches deep -- 37 percent thinner than previous models -- and are dramatically lighter with a 60-inch version that weighs only 95 pounds.

“Plasma TV technology is still considered the gold standard of picture quality by discerning home theater enthusiasts,” said Tim Alessi, director of product development, LG Electronics USA. “LG’s 2010 plasma line combines new technology, such as the TruBlack Filter and superior color accuracy, with striking new designs that are slimmer, narrower and lighter, demonstrating LG’s commitment to innovation in the plasma category. Our exclusive Dual XD Engine facilitates up-conversion of standard definition content to near high-definition quality, so consumers can enjoy improved image quality with everything they watch. It also provides extremely accurate color reproduction,” Alessi said.

LG’s new plasma series includes stunning new designs, such as the single-layer design of the PK750 and PK950, and the “TruSlim Frame” on the PK550 (a CES Innovations Award Winner) and PJ350 models, which boasts a bezel width of just 0.9-inches. LG’s PK750 and PK950 models have achieved THX display certification, and will also feature 600Hz Sub-Field Driving (improving moving picture response time), a protective “Skin Glass,” to reduce glare, Dual XD Engine and a TruBlack Filter to provide consumers with superior picture quality in a bright room.

These models also boast connectivity through LG’s NetCast Entertainment Access™. With NetCast, consumers can access an array of online content options such as Skype™ video and voice calls over the Internet (with camera and other equipment sold separately), Netflix™ streaming videos, VUDU™’s catalog of more than 2,000 HD movies, and access to YouTube™, Napster™, and various TV widgets from the Yahoo! Widget Engine™.

All LG Plasma series with NetCast offer wireless Full HD 1080p transmission from a "Wireless Media Hub" from up to 98 feet, which eliminates the need to connect components such as Blu-ray Disc players, cable and satellite boxes, and video game consoles to the TV, resulting in a clean installation without unsightly wires. The receiver adapter attaches to the back of the TV and communicates with the media hub.

A key energy saving feature is the LG Intelligent Sensor, which automatically calibrates and optimizes brightness, contrast, white balance and color, based on the brightness and color temperature of lighting in the room.

Panasonic: VIERA Plasma Brings Three Dimensions to Life

At the 2010 CES, Panasonic introduced more than 20 full featured VIERA Plasma HDTV models that feature VIERA CAST™ IPTV functionality with USB connectivity, NeoPDP technology for improved picture quality and THX certification. Four of the new sets offer Full HD 3D in screen sizes ranging from 50- to 65- inches. The Full HD 3D models will ship this spring and will include one pair of 3D eyewear.

The Panasonic Full HD VIERA Plasma television won both a "Best in Television" and "Best of Show" awards from CNET at the recent 2010 Consumer Electronics Show. Panasonic's Full HD 3D televisions provide full 1080p resolution to both the right and left eye, giving the viewer the ultimate 3D entertainment experience.

"When all is said and done, the consumer is most interested in great picture quality," said Bob Perry, Senior Vice President, Panasonic Consumer Electronics Company. "There is no doubt that Panasonic Plasma HDTVs deliver tremendous picture quality. Panasonic continues to improve its technology, while providing such entertainment enhancements as IPTV functionality, VIERA CAST and the VIERA Image Viewer that allows the consumer to view both digital still pictures and HD video on a large screen. Panasonic is totally committed to the success and growth of Plasma," Perry added.

Panasonic's proprietary IPTV functionality, VIERA CAST, enhances the user experience by adding USB connectivity, allowing for the addition of a wireless LAN adaptor, keyboard and USB memory. In addition to the continuation of sites such as Amazon Video on Demand™, YouTube™, Picasa™, Web Album, Bloomberg and a weather service, the 2010 models provide access to Netflix™, Skype™, Pandora, Twitter and Fox Sports.

Adhering to Panasonic's commitment to the environment, all 2010 models have improved power consumption and meet the new, more stringent Energy Star 4.0 requirements. The 2010 VIERA line of Plasma HDTVs now achieve four times luminance efficiency. Panasonic's companywide commitment to sustainability and producing products that are ecologically sound is evidenced in the 100,000 hour life span of the Plasma HDTV panels and the absence of lead or mercury in those panels. Improved power efficiency has been addressed with, among other technology advances, new and improved phosphor mixtures and more efficient electronics.

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About the Plasma Display Coalition (www.plasmadisplaycoalition.org)

The Plasma Display Coalition (PDC) promotes the growth of Plasma HDTV in the United States and encourage the understanding of the benefits and future potential of Plasma HDTV. Founding members are LG Electronics USA, and Panasonic Corporation of North America.

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