

# PLASMA DISPLAY COALITION

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## **Plasma Display Coalition Launches Major Education Effort; Mobilizes Extensive Training Force**

*Plasma TV Manufacturers Committed to Driving Home the Facts on Plasma*

New York, May 1, 2007 – While sales of flat panel televisions are setting records as the market transitions to digital television, consumers still require clear and accurate information regarding their HDTV choices. To help consumers and retailers with understanding their options, the Plasma Display Coalition (PDC) today announced a comprehensive new initiative created to provide retailers and ultimately consumers with accurate information regarding Plasma displays.

Created in conjunction with the sales training and marketing organizations of the PDC founding members – Hitachi, LG Electronics, Panasonic and Pioneer – this program will be introduced to the retail community as a key element of the companies' current training activities.

“Perhaps for the first time ever, major companies have come together to create a unified education message about Plasma TV technology,” said Jim Palumbo, president, Plasma Display Coalition. “As the February 2009 digital TV transition date approaches, more and more consumers will be shopping for replacement televisions and it is imperative that retailers are well-equipped to help their customers make good buying decisions,” Palumbo explained. “Our education program presents the facts about Plasma – with the goal of helping retailers better understand Plasma HDTVs so they can explain the features and benefits to consumers.

The training presentation outlines and summarizes the key facts and benefits of Plasma including: capacity to handle fast motion, offering the widest viewing angle, providing uniform brightness across the screen, reproducing outstanding color reproduction, delivering longevity and energy efficiency and the resistance to image retention.

Additionally, the Plasma Display Coalition has created a Quick Reference Fact Card that will be distributed to retailers enabling sales floor personnel to conveniently access the key information on Plasma, so they can respond effectively to consumer questions.

To reach consumers directly, the coalition is also undertaking a communications campaign to provide consumers with tips on how to buy a digital television.

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**About the Plasma Display Coalition**

The Plasma Display Coalition was formed to promote the growth of Plasma TV in the United States as well as encourage the understanding of the benefits and future potential of Plasma TV. Founding members are Hitachi Home Electronics, LG Electronics USA, Panasonic Corporation of America and Pioneer Electronics (USA) Inc.

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