

MR. SAKAMOTO'S OPENING REMARKS

Good morning and welcome.

Four years ago our president at that time,
Mr. Fumio Ohtsubo, stood on this podium and presented his
promises and dreams.

Today, I am very proud to say, all those promises have come to
pass . . .

And all those dreams are available now in your stores / at very
affordable prices.

Giant-size plasma televisions with stunning 1080p HD images . .

.

High definition video cameras with no tape and no moving parts
are now selling very well across the United States and beyond . .
. giving all of us the power to be our own movie directors...

Blu-ray players now let us watch 1080p HD Hollywood movies
at home / with breathtaking sound and natural color / exactly
as the director intended...

Digital Still cameras that fit in your pocket with advanced
image stabilizers /
high resolution /
and telescope-like zoom...

High-speed Power Line Connectors that make home networking
easier than ever / with no new wires...

SD Memory Cards have now become the de facto standard...

And they'll soon be available with amazing 32GB capacity...

And our incredible new 4 GB micro SD Card is now on the
market...

... these tiny cards have been adopted by leading mobile phone

manufacturers around the world.

All these so called “modern day miracles” are now selling smoothly through your stores.

[SAKAMOTO CROSS RIGHT ->-> TO #5]

So, where do we see the future taking us over the next few years?

Well, I would like to share some dreams and promises of my own today.

On a global scale, we very much believe our flat panel high definition TVs are having an effect we did not anticipate ...

The ability to bring friends and families together again around a new kind of “Digital Hearth”

As we introduce more and more “connectible” products, the “Digital Hearth” is becoming a true social phenomenon.

Families can spend time together — creating and sharing family photos and videos / and experiencing the excitement of sports and Hollywood movies in a whole new way.

At Panasonic, we believe this can help to “Bring Back Family Time”.

[SAKAMOTO CROSS LEFT <- <- to #2]

Technology is often seen as something that pulls people apart.

Our vision is that it should bring people together.

Therefore last year we created an extraordinary program here in the U.S.

It takes the “Digital Hearth” and “Family Time” to a new level.

We wanted to see what happens when families are provided with all the HD products we make.

So, since last August we have been installing complete HD suites in households across America.

Our target is 100 families by early next year.

Our goal is to get a deep understanding of how people live with these connectible products in real life settings.

By studying how they use these devices, we are learning how to truly improve the consumers' experience.

*[SAKAMOTO
MOVE RIGHT ->to#3]*

We describe it as "Living in High Definition."

And what we are learning is astounding.

I've invited some of these people to join me today.

But first, take a look at this video.

*[SAKAMOTO
EXIT --->>> RIGHT]*

3. [LIHD VIDEO]

»4.[PLASMA]

*[SAKAMOTO
ENTER->RIGHT To #5]*

As you can see, in addition to having a lot of fun, our products seem to encourage our families' creativity.

And now let me introduce you to some people who have been living in high definition to help show you what I mean.

Michelle?
Carlton?

*[SAKAMOTO
EXIT -> -> RIGHT]*

»MICHELLE
Thank you, Mr. Sakamoto.

Good morning everyone.

My name is Michelle, and this is my co-host Carlton.

We've had the wonderful opportunity to take part in Panasonic's Living in High Definition Project.

CARLTON
It's really been an amazing experience.

You know, both Michelle and I have spent a lot of time onstage talking to audiences like you.

That's what we do for a living.

But we also have busy lives, and families, and creative projects — just like you.

Michelle had her first child recently.

And in the last year, I choreographed a feature film, and published my first book.

So, along with our young friend Jessie, who you'll meet in a little while, Panasonic thought we'd be pretty good examples of how much fun it is to live in High Definition, and how it's helping bring us together with our friends and families.

MICHELLE
We're so excited to be here today to help tell the story of a company that's truly had an impact on our lives.

You've just seen the impact Panasonic digital cameras and camcorders have had, allowing people just like us to capture

and share memorable moments, in High Definition.

And you may already know something about Panasonic's broad line of Flat Panel TVs, ranging from 26 inches to 103 inches.

These are the center of the Digital Hearth.

CARLTON

And of course, Panasonic's leadership in both LCD and Plasma technology continues to set new standards of excellence.

This line of 1080p Full HD plasma screens with built in SD slots and advanced codecs makes viewing your memorable moments easier and more true-to-life than ever.

From photo slide shows, to HD video movies, to incredible Blu-ray Hollywood movies — and of course HD TV content with quality like you've never seen before.

MICHELLE

Two years ago Panasonic added the 103" plasma to the lineup — still the world's largest.

Demand for it has exceeded the highest expectations, with more than three thousand units installed around the world.

But that's not the whole story.

Mr. Sakamoto?

*[Michelle & Carlton
Exit LEFT]*

*»[SAKAMOTO ENTER
-> RIGHT TO #1]*

MR. SAKAMOTO

Michelle and Carlton have experienced the excitement of our Flat Panel technology first hand.

They know this is the heart of Living in High Definition.

But let me share a few things you may not know.

Environmental responsibility is a big and serious initiative for Panasonic.

And you will see the results --
in our factories /
in our products /
and in our activities around the world.

Panasonic was the first TV maker to remove lead from Plasma panels, in addition to being mercury free.

And we are now making every effort to go beyond just being "environmentally friendly."

We are designing out harmful materials.

And designing in easy recovery of recyclable materials from the product's very conception...

We have identified and eliminated "energy inefficient" products, moving from 13% today, to 0% by the end of next year.

And we will increase our "extremely energy efficient" products from 16% today / to 30% within the next 24 months.

On top of this, we will reduce carbon emissions by 300,000 tons in the same time period...

...a reduction that brings us back to the levels of the year 2000.
.....

As many of you know, 13 months from now the U.S. will transition to all-digital High Definition broadcasting.

Making the United States the world's leader in digital television services.

Panasonic pledges to work with CEA, and the industry, to make this a success.

*[SAKAMOTO
CROSS Left <-to #2]*

And now, I'd like to focus on the extraordinary progression of our Plasma development program.

I am constantly pushing our engineers to advance Plasma technology.

This has resulted in the superb Moving Picture Resolution / high contrast / and true-to-life, natural colors that differentiate Panasonic.

.....

But today, I am going to reveal the very latest Plasma breakthroughs from our Research and Development labs.

We believe these advances will not only change the way the world thinks about Plasma . . . but television itself!

For example, new Panasonic technologies will double luminance efficiency.

This, along with new circuitry advances, means a 50% reduction in power consumption.

[SAKAMOTO CROSS RIGHT ->-> to #3]

50% less power — what an amazing breakthrough!

Reducing power consumption in all our products is a top priority for Panasonic.

But that's not the only priority.

We also know consumers want thinner and lighter flat panel TVs.

And I am very proud to show you what our engineers have developed in response!

[Michelle Enter with ST]

I am happy to introduce a prototype of the next generation plasma screen.

It's the shape of things to come.

This next generation plasma is less than one inch thin.

To be exact, it's 24.7mm, even at it's thickest part...

..and only 23.7mm from the screen surface.

And the profile is even thinner!

And it's about one half the weight of current models.

What do you think?

With easier installation /
easier mounting /
and lower energy consumption . . .

... we are providing the consumer with more convenience and
design freedom than ever.

These super thin displays will be in the Panasonic booth for you
to see up close.

.....

*[SAKAMOTO
STAY ON #3]*

Now, we have another gigantic Plasma surprise.

As we mentioned before, our 103" plasma has sold more than
3,000 pieces in the past year alone.

Even I was amazed!

[SAKAMOTO CROSS LEFT <-<-TO #2]

So now we are building our newest Plasma manufacturing
facility

Our 5th one to date...

This one is going to be 5 million square feet!

With a capacity of 12 million units per year, this plant will be our biggest, most advanced, and most efficient.

And it will provide a new screen-size option.

Today we are very proud to introduce the world's largest flat panel display.

Ladies and Gentlemen, our 150" Viera Plasma.

This stunning display allows you to show "*the elephant in the room*" . . . in all its glory!

We're delighted to reveal it here at CES.

This is the first time it's been seen anywhere in the world.

At nearly 11 feet wide, it's the size of nine 50" plasmas.

Of course, measuring this television in feet doesn't make sense.

Instead, we should be measuring in experience and impact.

The powerful experience of watching your favorite sports with Life - like clarity . . .

The stunning impact of images that are truly bigger than life...

That's why we call it Life Screen

We believe
Life Screen gives new meaning to the words "Reality TV".

.....

But LifeScreen is not just about size....

...it's about a new level of image quality.

At 2K by 4K, it's capable of an amazing picture that is 4 times the resolution of our current "full HD" Plasma displays!

This Viera Plasma is designed especially for digital cinema / and commercial installations.

But I'm sure it will also be found in some very special homes in the future.

Can you imagine sitting at home watching the Olympics on this baby?

*[SAKAMOTO
STAY ON #2]*

These new technologies add up to another huge leap ahead for Plasma TV.

Our plans call for these technologies to be available soon after the new factory is complete.

But if you drop by the Panasonic booth, you can see and experience them right now.

*[SAKAMOTO
EXIT <-<- LEFT]*

5. [THE OLYMPICS]

[MICHELLE AND CARLTON ENTER RIGHT TO #3]

»MICHELLE

As we said earlier, Panasonic technology solutions are all about bringing families together.

Here's another kind of family they've been working with — the Olympic family.

Panasonic is very proud to be an Official Worldwide Partner for the upcoming Games in Beijing, as well as all the Olympic Games around the world, both summer and winter, through 2016 — where my home town Chicago is one of the host candidates.

CARLTON

Beyond sponsorship, the International Olympic Committee has invited Panasonic to transform the look of the Games by providing end-to-end solutions, that will make Beijing 2008, the first all High Definition Olympic Games in history.

MICHELLE

Panasonic's DVC-PRO HD has been chosen as the official video format for the Games.

This format includes P2 HD, Panasonic's SD-Memory Card - based technology.

Broadcast partners are saying these revolutionary products are taking their industry to a whole new level.

CARLTON

Also, many venues throughout Beijing will be utilizing Panasonic plasmas, making 2008 the first "Full HD Plasma Olympics."

MICHELLE

From Venue to Broadcast to Homes around the world, Panasonic technology will bring more than 5 billion people together, allowing us to experience the speed and excitement of sports in stunning full High Definition.

CARLTON

Wow.

That is one *big* hearth.

But Panasonic's not only raising the bar on how the Games are broadcast.

MICHELLE

That's right.

They're also working behind the scenes to help take athletes' performance to a whole new level.

These technologies are being used to help train elite athletes around the world, taking them from great to even greater, and making their biggest dreams come true.

CARLTON

Clearly, Panasonic is much more than an Olympic sponsor.

They're a part of the Team.

»6. [HOMEBASE]

CARLTON

From ordinary families to world-class athletes, everything you're seeing this morning comes back to one key point — Panasonic's people -centric philosophy.

Taking ideas *from* life, and creating ideas *for* life.

This is a company that's constantly challenging itself to make people's lives easier by understanding how consumers really live with their products.

»[SAKAMOTO ENTER LEFT <- <-TO #2]

MR. SAKAMOTO
That's right, Carlton.

Simplicity and ease-of-use are top priorities in designing every one of our products.

Deeply understanding consumers is the DNA of Panasonic.

It has resulted in innovative solutions such as . . .

Blur-free pictures under any condition . .

Lightweight HD camcorders with no moving parts and no tape to jam . . .

Just one remote that controls multiple devices . .

And replacing the messy wires in your home theatre . . .

...with just one wire.

.....

[SAKAMOTO Cross
RIGHT -> to WAGON]

And now, we're going even further.

At Panasonic, the ease and convenience of a wireless world is not a futuristic fantasy.

It's a reality we're committed to bringing our consumers in the

very near future.

[SAKAMOTO STEP ONTO WAGON]

[Michelle and Carlton Enter]

This is our latest solution.

We call it HomeBase.

What you see on this screen is a Blu-ray movie coming from the player located here.

*[SAKAMOTO
POINT AT PLAYER]*

The quality of the image is beautiful, of course.

But soon, you can take all these messy wires . . .

*[SAKAMOTO
TAKE SCISSORS]*

[CARLTON LIFT WIRES]

And do this!

[CUT WIRES]

Ladies and Gentlemen, welcome to the Wireless World!

This Panasonic innovation gives you the freedom to place your HD video components almost anywhere in the room.

[CARLTON CROSS LEFT]

CARLTON

HomeBase enables completely uncompressed wireless HD transmission.

And there is no video quality deterioration - even though it is completely wireless.

And as you can see, even if Mr. Sakamoto stands directly in

front of HomeBase, there's no interruption in the HD picture on the Viera screen.

Only if you deliberately put your hand directly over the antenna array can you disrupt the image.

Panasonic's partner, Sibeam, developed this--the world's first "beam-steering" technology.

But that's not all.

MR. SAKAMOTO

Michelle has been shooting our demonstration with her HD Camcorder.

Why don't we take a look at what she shot?

[CARLTON & MICHELLE EXIT LEFT]

This is another real breakthrough.

Once the camcorder is placed here / ...

[PLACE CAMCORDER ON HOMEBASE]

...the video Michelle just shot is wirelessly transmitted to the TV through HomeBase.

[PRESS REMOTE]

And thanks to Panasonic VieraLink...

...one remote / controls your camcorder, / plasma, and all of your components.

Now lets select what Michelle just shot.

***[PRESS REMOTE &
[WATCH VIDEO]***

What you just saw is the first public demonstration of "Wireless HD" technology.

This cutting edge technology will be available to consumers by

next year.

But you can see it right now at the Panasonic booth.

.....

[SAKAMOTO STEP OFF WAGON, CROSS -> RIGHT to #3]

Along with the members of the Wireless HD Consortium, Panasonic is very proud to lead the industry into this exciting new "wireless" era.

[SAKAMOTO EXIT ->-> RIGHT]

[CARLTON ENTER LEFT TO #2]

*»7. [COMCAST]
CARLTON*

To expand on this theme of partnership, I'd like to ask our young friend Jessie from Panasonic's Kid Witness News to help me.

Contributing to society is a priority at Panasonic, and Kid Witness News is a global video education program that does just that.

It provides children around the world all the video equipment they need to capture and share their lives.

Jessie?

»[CARLTON EXITS LEFT]

JESSIE

Thanks, Carlton.

Good morning, this is Jessie with Panasonic Kid Witness News reporting live from the Panasonic Keynote Address at CES 2008. *(To audience member seated in front row.)*

Sir, what do you think about this new trend of collaboration in business?

BRIAN ROBERTS

I'm all for it.
Actually, that's why I'm here.

I'm a friend of Mr. Sakamoto's.

JESSIE

Really?
What's your name?

BRIAN ROBERTS

Brian Roberts.

JESSIE

From Comcast?

BRIAN ROBERTS

You know who I am?

JESSIE

Sir, as a responsible member of the press corps, it's my job to stay informed.

[To camera]

Ladies and gentlemen, please welcome the Chairman and CEO of Comcast, Brian Roberts!

*[SAKAMOTO ENTERS
RIGHT -> -> TO 5]*

MR. SAKAMOTO

Hello Brian.
Thank you so much for joining us today.

BRIAN ROBERTS

Thank you for having me, Hiro.

That wireless HD technology you just showed was really great.

But what I really want to know is, can you get me a deal on one of those 150" plasmas?

MR. SAKAMOTO

Just one?

Of course, I will do my best Brian...

But first, let's talk about why we are here today.

Panasonic and Comcast have been working together for many years and the results of our partnership are now becoming available.

BRIAN ROBERTS

This is such an exciting time for the cable and CE industries.

By working together we have developed a whole new generation of consumer products and services that are exciting, innovative and wonderful for consumers.

Panasonic has been a real leader in creating interactive digital cable ready devices.

Your new TV is a terrific example of your leadership and innovation.

Mr. Sakamoto

Thank you Brian.

BRIAN ROBERTS

For many years the cable industry has been focused on creating a new open architecture that will enable CE companies to develop products that are interactive and work on most cable systems across the United States.

That work is now complete, and hundreds of CE companies and software application developers are starting to create products and services that are simple, interactive, and deliver a truly converged experience.

That new open architecture has a new name.

You used to know it as Open Cable Applications Protocol or OCAP – but we've now given it a name that says what it really is: Tru2Way.

Our open architecture will enable us to deliver Tru2Way services to consumers.

In fact, this morning, Cable Labs, the cable industry's R&D organization, announced that Tru2Way services will be rolled out nationwide.

This will be the first year in which consumers will begin to experience interactive digital cable ready products and services in their homes.

I'd like to show you our latest interactive TV Navigator.

[PAUSE]

[GOLF VIDEO ROLLS]

It provides access to both live feeds and rich Video-on-Demand, including our ever-growing list of HD content, sports, movies and TV dramas.

For Comcast, it's all about providing choice, and superior products and services.

We believe the new interactive digital cable ready devices and Tru2Way service bring consumers that and more.

The benefit of an open cable architecture is it provides one platform for manufacturers like Panasonic and software developers to build products, while accelerating innovation for cable customers.

MR. SAKAMOTO

Panasonic is proud to be leading the way with this breakthrough in consumer choice and convenience.

It's my honor to tell you we will make Tru2way -TV's available later this year.

These TV's give you Video-on-Demand / and access to the new Digital Cable Navigator/ using just one TV remote control.

The cable set top box is actually built into the TV itself.

That means no more extra boxes.

And there are no wires, not to mention one less remote control.

These are all things consumers have been asking us for.

.....

Brian, let's show our audience another great new product that was developed specifically for the cable industry's two way capabilities.

[MICHELLE ENTER]

BRIAN ROBERTS

Great idea,
Sakamoto-san.

We think the product we're introducing today will have a tremendous impact in our industry.

Consumers have been telling us they'd like easy and convenient access to the content we provide —whenever and wherever they want it.

So together, our companies have come up with what we think is a fantastic solution to satisfy that need.

At first glance you might mistake this for an ordinary Set Top Box.

It does everything you'd expect a Set Top Box to do -- but there's nothing ordinary about it.

In fact, this product changes everything.

MR. SAKAMOTO

With this device, you can record all the first-rate content you've come to expect from Comcast . . .

But watch this!

[MICHELLE LIFT DEVICE]

You just detach the portable device from its docking station.

[SHOW SCREEN]

Then choose anything you've recorded on the hard drive.

[PAUSE FOR AUDIO]

BRIAN ROBERTS

This is the first portable DVD/DVR.

We call it "AnyPlay."

This portable DVR is ideal for families, especially families with younger kids who have become accustomed to portable content.

You can watch what you record on your DVR whenever and wherever you want —

...in your kitchen,

...at the beach,

...or on a road trip with the kids.

This is a perfect example of what two great companies can accomplish when they work together.

MR. SAKAMOTO

Brian, thank you for sharing this exciting news today.

We're looking forward to your presentation at tomorrow's Comcast Keynote.

[SHAKE HANDS]

BRIAN ROBERTS

Thank you, Hiro.

[MR. ROBERTS EXIT]

»

MR. SAKAMOTO

See you tomorrow.

[SAKAMOTO Cross

LEFT <-<- To #3]

And now, I am honored to introduce another great Panasonic business partner, with another great breakthrough.

This extraordinary company has transformed the online world by allowing anybody in the world to share their video creations and photos!

Of course, I'm talking about YouTube and Google's Picasa.

[SAKAMOTO CROSS LEFT <- <- TO #4]

It's no exaggeration to say YouTube and Picasa are helping Panasonic revolutionize HDTV.

Together we are bringing the excitement of the Internet to the world of television.

This will help us unite people around the "Digital Hearth" in some very new and very exciting ways.

And to tell you more, please welcome YouTube Co-Founder and Chief Technology Officer Mr. Steve Chen / and Product Manager for Picasa Web Albums at Google, Mr. Mike Horowitz.

»

[STEVE AND MIKE ENTER LEFT to 4]

Good morning Steve and Mike.

Welcome, and thank you for joining us today.

STEVE CHEN

Thank you, Hiro. It's great to be here.

We're excited to be working with Panasonic, and think that this is just the beginning of what will be a great relationship.

At YouTube we're really focused on keeping our community happy.

As a result we think about user interface a lot.

A great overall user experience was our number one goal when

we built the site, and it continues to be our priority today.

We're currently dedicated to bringing YouTube users around the world that same YouTube experience — no matter where they are.

We think that by working with Panasonic we'll be doing just that.

Together, we're bringing unique Internet content and the experience of a large-screen Plasma HDTV together.

MR. SAKAMOTO

Exactly!

Steve, we are bringing the worlds of television and Internet together, with Panasonic's new VIERA Plasma HDTV's.

And we are thrilled to introduce Panasonic VIERA Plasma Internet-connected TV's here at CES.

MIKE HOROWITZ

Hiro, what we love is the ability to see Picasa Web Albums right on your TV and share photos with your friends and family on a big, beautiful flat screen in your living room.

It's great to see Panasonic taking advantage of our API's to give people a great photo viewing experience.

MR. SAKAMOTO

Thank you, Mike...

..... *[Pause]*

We're calling this product feature "VIERACAST".

In addition, VIERACAST may even include weather information from the Weather Channel, and Financial and Stock information from Bloomberg News.

Let's take a look.

[VIDEO ROLLS]

STEVE CHEN

That's great.

I think Panasonic has done a phenomenal job at creating a great YouTube experience with an amazing range of options.

Panasonic customers will now be able to browse, find and watch millions of YouTube videos — all from the comfort of their living rooms on a widescreen TV.

[Pause - watch video]

Practice makes perfect...

[SAKAMOTO Take Camera out of pocket]

MR. SAKAMOTO

But that's not all, Steve.

This is a working prototype of our soon-to-be-available Wireless Lumix Camera.

It will allow you to upload photos directly to the web.

All that's needed is a wireless hotspot.

MIKE HOROWITZ

Then your images can be viewed and shared with friends and family on Google's Picasa Web Albums just seconds after they're shot.

It's another great way to stay connected with the people you care about.

Hiro, we're incredibly excited about letting people access the content they want on their new flat panel TV's easily, quickly and wirelessly.

And we're looking forward to a very bright future working with Panasonic.

MR. SAKAMOTO

We feel the same way Mike.

This is a wonderful expansion of the Digital Hearth.

Steve and Mike, ... Thank you very much for being with us today.

STEVE CHEN & MIKE HOROWITZ

Thank you!

[SHAKE HANDS]

[STEVE & MIKE EXIT LEFT]

*[SAKAMOTO
STAY ON #4]*

MR. SAKAMOTO

As you can see we are very proud of our Flat Panel technology.

Of course it delivers a superior TV experience...

But it is also transforming how we think about television.

Our vision is to take TV beyond conventional entertainment,
to become the center of our home information systems....
including Safety,
Security,
Communications ...

...as well as
Home and Health Management...

Helping connect many different parts of our lives, and bringing
about a new level of "peace-of-mind" and comfort...

This is what we mean by "Whole life connectivity."

Again, this is not some distant, future vision.

Much of this is already happening in Japan, and will become
more and more popular around the world in the next few years.

Let me ask Michelle and Carlton to show you what I mean.

***[SAKAMOTO
EXIT <- <- LEFT]***

***[MICHELLE TO 4
CARLTON TO 5]***

»CARLTON

Thanks Mr. Sakamoto.

Panasonic is pushing the boundaries of television far beyond delivering conventional content and making it much more personal.

These ideas and products can take us one step closer to TV being the center of both our homes, and our lives.

MICHELLE

Panasonic's HD-PLC, or "Powerline Communications" technology is an incredibly convenient way to move digital content – like music, photos and more, around your home using the existing A/C wiring.

This has become the foundation of many of Panasonic's newest "Whole Life" innovations, making TV the center of everything, both inside and outside of your home.

For example, in the area of Safety and Security, network cameras can be plugged into any outlet, so you can keep an eye on your child when they're playing in their bedroom...

Or you can see who's at the door from the comfort of your living room – and so much more.

As a new parent I have to say, the peace of mind this technology promises is invaluable.

And remember, with HD-PLC this can all be done with *no new wires*.

CARLTON

In the future Panasonic will be providing the consumer with a new form of controlling home electronics, even when you're in

your car.

An easy-to-use GUI like this will let you lock your doors at home, program the big game on your DVR, or even see who's coming to visit, . . . all from your car!

And given how much time I spend in my car at home in LA — this would be a dream come true.

MICHELLE

These are just a few examples of Panasonic's Whole Life connectivity, their vision to simplify and connect every aspect of your life.

Of course, you can see and learn much more about these new technologies at the Panasonic booth.

[MICHELLE & CARLTON EXIT RIGHT]

[SAKAMOTO ENTER LEFT <-<- TO #4]

»

MR. SAKAMOTO

And now we have one last technology to introduce today.

What you are about to see / ...

demonstrates our vision / ...

of a future in which technology is so integrated into our lives / ...

that it becomes almost invisible.

A prototype exists right now in Japan...

One of our friends from Hollywood saw it recently in Tokyo, and his reaction was fantastic.

Please take a look.

[SAKAMOTO WATCH <VIDEO at #4>

»10. [LIFE WALL]

[SAKAMOTO CROSS RIGHT -> -> TO #2]

MR. SAKAMOTO

What Jon Landau is referring to is something very exciting.

We call it "Life Wall", and it is taking our vision of the "Digital Hearth" to a whole new level.

My dream is to replace one whole wall in your business,

... commercial environment ...

... or even your home, with Life Wall.

Of course, I don't think any of us has a living room quite this big
... but you can imagine the possibilities.

And since we can't bring you to Life Wall...

We brought Life Wall to you!

Michelle and Carlton?

»

[MICHELLE & CARLTON ENTER RIGHT]

[SAKAMOTO

EXIT LEFT <- <-]

CARLTON

Thank you,
Sakamoto-san.

Life Wall is a concept that is limited only by our imaginations.

But what's most amazing, is we'll be doing an actual size demonstration of this technology at the Panasonic booth, where you can experience Life Wall, up close and personal.

[MICHELLE FACE WALL]

What you're seeing here is the basic template for Michelle's virtual environment.

With a simple interface like this you'll be able to download images from the Internet and custom design your space.

Once you've selected a design style, you can customize the space with window treatments ...

[MICHELLE GESTURES
[PAUSE]

... lighting. . .

[MICHELLE GESTURES
[PAUSE]

Family photos, or artwork.

[MICHELLE GESTURES
[PAUSE]

And if you want to do a little redecorating . .

[MICHELLE GESTURES
[PAUSE]

Or change the scenery . . .

[MICHELLE GESTURES
[PAUSE]

It's just this easy.

MICHELLE

You know, this concept is destined to inspire a whole new business genre of online virtual decorating properties!

But Life Wall is much more than a virtual environment.

[CARLTON FACE WALL]

As you can see, Panasonic Face Recognition technology actually recognizes Carlton.

That's called
"You-Know-Me-TV."

This is Carlton's Virtual Living Room.

And, with this GUI he has access to all his favorite content.

These are photos of his friends and family.

[PAUSE]

And this is his favorite Music Video.

[PAUSE]

In addition to
Face Recognition, Touch Screen and Gesture Control make using
Life Wall incredibly easy.

These cutting edge interfaces will usher in a new era of smart
intuitive control technology.

[CARLTON CROSSES]

Motion sensing technology means that no matter where you
move in the space . . .

[CARLTON MOVES TO DOWNSTAGE]

You've always got the best view.

Panasonic calls this
"Stay-With-Me-TV."

[CARLTON GESTURE]

[PAUSE]

CARLTON

Okay Michelle — I know you want to get in on the fun.

[MICHELLE FACE LIFE WALL]

Parents are going to love Life Wall.

It's got all kinds of fun and educational kid-friendly applications.

»*[JESSIE ENTER LEFT]*

JESSIE

Excuse me for interrupting, but as an advocate for truth in journalism, don't you think a kid's perspective should be included in this discussion?

CARLTON

Jessie, you're absolutely right.

What do you think of Life Wall so far?

JESSIE

This is super cool!

I totally want to do a Kid Witness News story about it!

MICHELLE

So Jessie, what do you want to know about Life Wall?

JESSIE

Can we go online?

MICHELLE

You bet!

JESSIE

Can we use Google Earth?

That's my favorite!!!

MICHELLE

Absolutely.

Where do you want to go?

JESSIE

Well, we're learning about the Great Barrier Reef in school.

That would be awesome!

MICHELLE

You got it!

CARLTON

You can bet going online never looked like this before.

Of course, the Internet is fantastic for doing research.

But what's really great about Life Wall is that it can take you from *learning* about something with a fantastic application like Google Earth ...

To actually *being* there!

JESSIE

Awesome!!!

MICHELLE

Isn't that cool?

[MESSAGE INDICATOR]

[PAUSE]

JESSIE

What's that?

CARLTON

It looks like Michelle's receiving a video call.

Life Wall has a whole range of communication options that will keep friends and families connected, ...

...ranging from simple video messaging, ...

...to real time interactive communication.

MICHELLE

Before I see who it is, Jessie, why don't you help me get us back from the Great Barrier Reef?

Just put your hand in front of Life Wall, and follow me.

[JESSIE GESTURE]
(Coral Reef scales to aquarium .)

JESSIE
Super cool!!!
I can have The Great Barrier Reef in my fish tank!

CARLTON
Good job!

Now let's see who's calling Michelle.

MICHELLE
It's from my friend Dan.

He works in Hollywood, and he promised to send me something really great to share with you all today.

»

[MICHELLE GESTURE]

DAN
Hey Michelle!
Happy New Year!

MICHELLE
Hey Dan!
Happy New Year to you! How are you?

DAN
I'm great.
So, check it out.

I think I found the perfect clip for your friends at Panasonic.

One of my favorite production companies, MacGillivray-Freeman Films, has just released their newest film.

MICHELLE
They made the Everest movie, right?

DAN
That's right.

And if you liked "Everest", just wait 'till you see this one.

It's called "The Alps".

MICHELLE

You're the best Dan. Thanks!

DAN

You're welcome.

Have Fun!

("The Alps" PLAYS)

CARLTON

That's beautiful.

[Jessie]

Can we make it bigger?

»**[SAKAMOTO ENTERS
LEFT To Center]**

MR. SAKAMOTO

Yes Jessie, we sure can.

[SAKAMOTO CROSS LEFT <-- <-- TO #4]

With LifeWall, we envision a future that is truly
all-encompassing . . .

...And larger than life.

With the power to transport you and your family virtually
anywhere / all in the comfort of your own home.

What do you think, Jessie?

JESSIE

Wow!!!

I was going to ask for a video game for my birthday, but I think
I want Life Wall instead.

MR. SAKAMOTO

Me too.

[Closing Video Plays]

CARLTON

So, in just a few minutes Life Wall has enabled us to customize our environment, and connected us with the people, places and adventures that matter most to us.

Right in our own home.

[LOOK AT SCREEN]

[PAUSE]

MICHELLE

That's right.

It's about bringing out your creativity . . .

[VIDEO SOUNDBITE]

[PAUSE]

CARLTON

It's about sharing with your friends . . .

[VIDEO SOUNDBITE]

[PAUSE]

MICHELLE

And it's about connecting with your family . . .

[VIDEO SOUNDBITE]

[PAUSE]

CARLTON

In other words, *your Life*.

MR. SAKAMOTO

That's what all of Panasonic's new technologies are all about.

»

***[CROSS RIGHT
->->-> TO #1]***

This is our vision of the future of consumer electronics.

Because we believe the focus of our industry, very simply stated, should be to enhance the human experience.

By bringing people together around a whole new kind of Digital Hearth.

One that goes far beyond the boundaries of our living rooms.

A place that enables new ways to learn, laugh, communicate and interact.

Not just with friends and family around the home, but with new friends all around the world.

Imagine that!

A Digital Hearth that enables us to dream new dreams / and use technology to help create a better world.

Is this just our imagination?

Stay tuned...

Thank you very much.

***[ALL EXIT
STAGE LEFT]***

[END OF SHOW]