



PRESS RELEASE
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NEW STANDARDS IN PORTABLE ENERGY
PANASONIC BATTERIES LAUNCHES
IMPROVED OXYRIDE BATTERY WITH UP TO
25% MORE POWER

Panasonic Batteries launched with the Oxyride Digital Xtreme Power battery a new battery technology, offering vastly improved performance over standard alkaline batteries. Today Panasonic Batteries has succeeded in enhancing the Oxyride technology even further. Independent tests reveal that digital cameras powered by Panasonic's new Digital Xtreme Power batteries perform up to 24%⁽¹⁾ better than those powered by current Oxyride technology. This means more pictures, faster flash charging times, brighter LCD screens. The same results have been demonstrated in MP3 players where figures of 25% ⁽²⁾ more listening time were recorded over standard Oxyride batteries.

The digital era

The digital appliance market continues to expand. The digital camera sales have increased with another 6,5%⁽³⁾ compared with last year and the MP3-player market has grown with an astonishing 33,7%⁽⁴⁾. This digital boom has enormous consequences on the demand for high performance mobile energy.



That is why Panasonic Batteries launched a new battery technology two years ago, with the Oxyride Digital Xtreme Power battery, offering vastly improved performance over standard alkaline batteries. Now, Panasonic has succeeded in enhancing the Oxyride technology even further.

Panasonic Batteries: Improved Digital Xtreme Power

Delivering greater power, the improved Digital Xtreme Power battery is ideally suited to use in power hungry devices such as digital cameras and portable MP3 players. Independent tests reveal that digital cameras powered by Panasonic's new Digital Xtreme Power batteries perform up to 24%⁽¹⁾ better than those powered by current Oxyride technology. That means more pictures, faster flash charging times, brighter LCD screens. The same results have been demonstrated by MP3 players where figures of 25%⁽²⁾ more listening time were recorded over standard Oxyride batteries. The improved Digital Xtreme Power will be introduced on the European market beginning 2007.

The improved Digital Xtreme Power battery is the result of remarkable technological advancements aimed at improving the composition of the cathode (the + pole). This has been achieved by increasing the cathode's material share (nickel oxyhydroxide and manganese dioxide). Important changes have also been made to the chemical composition of the anode (the - pole). These improvements, combined with an enhanced electrolyte density, translate into even more impressive performance and discharge characteristics than the current Oxyride technology.

Amazing:

But Panasonic Batteries wanted more than just figures and decided to actually prove the power of its batteries. Last July, Panasonic Batteries achieved a world premiere by successfully flying a manned aeroplane, only powered by 160 Panasonic AA-size Digital Xtreme Power batteries. More than 100 years after the Wright Brothers succeeded in the world's first manned flight in the US in 1903, Panasonic Batteries and the Tokyo Institute of Technology bring back this dream. On July 16th, the airplane powered by 160 AA-size Oxyride batteries flew a distance of 391.4 metres (the Wright brothers covered a distance of about 259m meters) at an altitude of 5.2 metres. The one-seat airplane, weighing 107 kg with a wingspan of 31 meters, was in the air for 59 seconds.

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Lens shaped blister:

Apart from improving the battery technology, Panasonic Batteries launches the Digital Xtreme Power battery in a packaging with the shape of a camera lens: the 'Oxylens'. The 'Oxylens' packaging with improved Digital Xtreme Power batteries will already be available from October 2006 onwards in the German market.

This way Panasonic Batteries aims to emphasize the suitability of the powerful Digital Xtreme Power batteries for digital cameras. This innovating new packaging will be part of a broader campaign designed to enlighten the link between Digital Xtreme Power and digital photography. The appealing packaging immediately conveys the message that the Digital Xtreme Power battery is an ideal solution for photography on the move.

About Panasonic Batteries in Europe

Panasonic Batteries is the world's largest battery manufacturer. It is part of Matsushita Electric Industrial (MEI), a global leading company in the field of electronics and electrical products. Thanks to Matsushita's many years of experience and know-how in the area of consumer electronics, Panasonic Batteries in Europe has a unique position in the market. It employs around 900 people, supplying 'mobile' energy in more than 30 European countries. As well as its European headquarters in Brussels, the company has factories in Belgium (Tessenderlo) and Poland (Gniezno), which produce more than a billion batteries each year. The comprehensive Panasonic Batteries offering includes Oxyride, alkaline, digital still camera batteries, zinc carbon, rechargeable, photo-lithium, silver oxide, zinc air, mini cells, etc. For more info: www.panasonic-batteries.com

⁽¹⁾ Independent tests by Catella Generics, June 2006 with digital still cameras – models Kodak CX6330, Canon Powershot A70 and Canon Powershot A80 - vs. previous M-size Panasonic Digital Xtreme Power (ZR6). Kodak is a registered trademark of The Eastman Kodak Company Ltd. Canon is a registered trademark of Canon Inc.

⁽²⁾ Independent tests by Catella Generics, June 2006 with MP3 players – models Creative Nomad® MuVo™, iDream and Trekstor i.Beat – vs. previous S-size Panasonic Digital Xtreme Power (ZR03). Creative Nomad® MuVo™ is a registered trademark of Creative Technology Ltd. iDream is a registered trademark of iDream Multimedia Ltd. Trekstor is a registered trademark of TrekStor GmbH & Co. KG

⁽³⁾ GfK Panel Market Germany, total camera market, share of sales in % for digital cameras, Jan-May 06 vs. Jan-May 05.

⁽⁴⁾ GfK Consumer Electronics Market Europe, share of product segments portable audio, share of sales in % for MP3 players, 2003-2005.

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