



PRESS RELEASE
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RECHARGEABLE REVOLUTION
PANASONIC LAUNCH NEXT GENERATION
RANGE OF RECHARGEABLE BATTERIES:
'INFINIUM'

Panasonic, the world's leading battery manufacturer, is set to complement its new range of high-performance rechargeable batteries with an entirely new battery: INFINIUM. Standing next to the Recharge Accu range that sets standards in terms of power and capacity, the revolutionary INFINIUM battery answers the demand for greater convenience, stability and reliability. Together, these technologies answer the demands of two different consumer demands.

INFINIUM: next generation of rechargeable batteries

Recent market research points to an increase in the demand for rechargeable batteries, it also indicates considerable consumer disappointment with the characteristics of traditional rechargeable batteries⁽¹⁾. The higher purchase price of rechargeable batteries influences performance expectations which are not met by technologies currently available on the market. According to this survey, consumers expect rechargeable batteries to be ready-to-use at all times, maintain a constant capacity over time. Panasonic's revolutionary INFINIUM range meets all these expectations.

INFINIUM: ready to use, more convenience

Unlike traditional rechargeable batteries, Panasonic's new generation of rechargeable batteries retain their power so they can be charged, stored and ready to be used at a moment's notice. In fact, after 6 months to a full year of storage at room temperature, the INFINIUM battery will still retain up to 80% of its power⁽²⁾. Ordinary rechargeable batteries would have been completely drained by this time. This remarkable resistance to self-discharge means that INFINIUM batteries are sold pre-charged and ready for use. It also means that they need recharging less often and for less long on each occasion.

INFINIUM's most exciting feature, however, is its stability and reliability over its extended lifetime. Whereas the capacity of some rechargeable batteries decreases rapidly even after as few as 50 recharges, Panasonic's new INFINIUM batteries retain their ability to store maximum power even after hundreds of cycles. Internal tests even indicate that it is possible to reach 1000 charge/discharge cycles and still have over 90% of initial capacity, which should lead to estimate the total cycle life even up to 1500 cycles⁽³⁾. For many consumers, the INFINIUM battery will therefore be a battery for life.



The NIMH technology behind Panasonic's INFINIUM battery has already been available for some time in such high-end consumer products as hybride car batteries where extremely high demands are placed on energy storage and distribution on a daily basis. To achieve these extraordinary results in lower shelf-discharge and even combine this with improved cycle life, Panasonic made changes in every important part of the battery.

From January 2007 onwards, this revolutionary INFINIUM battery will be available to the consumer in the standard size batteries (AA/AAA) for use in all appliances where long-term stability and reliability are a priority from remote control to digital cameras.

Recharge Accu: high capacity for higher power

Panasonic Batteries Recharge Accu range encompasses very high capacity batteries designed for high-drain appliances. Capable of long autonomy times after a single charge, the Recharge Accu range reduces the need for regular recharging. The broad range of capacities available (2600mAh, 2100 mAh and 1600mAh) also allow consumers to match the specific energy requirements of their device for even greater efficiency or to fit in their budget.

The right battery charger for every requirement

To go hand-in-hand with the release of the INFINIUM product line, Panasonic have also developed two new intelligent chargers, the BQ-326 and BQ-392. Incorporating a range of innovative design features, the new chargers compliment the convenience of the INFINIUM range of rechargeable batteries. . All Panasonic Batteries chargers are manufactured using lead-free soldering. But safety and quality are also key concepts in Panasonic Batteries' products. All chargers have a timer as a basic safety device. The quick chargers possess a unique clicking system to allow easy removal of the batteries.

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⁾ *Insites Consulting, consumer research 2006 in France & Germany.*

⁽²⁾ *Matsushita test summer 2006 – ambient temperature conditions*

⁽³⁾ *Test conditions – Internal Matsushita testing (JIS/IEC – Life end → 60% of initial capacity) – AAA size.*

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