Panasonic Europe Ltd.

Hagenauer Strasse 43

65203 Wiesbaden, Germany

[www.panasonic.eu](http://www.panasonic.eu)

**Panasonic Blu-Ray Player DMP-UB300/UB400 Series**

**Win EISA 2017 Award**

**Berlin, Germany (15th August 2017)**– Panasonic is pleased to announce that the Blu-Ray DiscTM Player DMP-UB300/UB400 Series have been awarded the prestigious ‘EISA Best Buy Ultra HD Blu-Ray Player 2017-2018’ award.

Established in 1982, EISA (European Imaging Sound Association) is a multimedia association that tests consumer electronic products. With a membership including 55 audio, mobile, video and photo magazines from 20 European countries, plus USA and Australia, EISA’s awards are known as one of the most prestigious consumer recommendations that products can receive, and a key indicator for the best consumer purchasing decisions.

**EISA Best Buy Ultra HD Blu-Ray Player 2017-2018: Panasonic Blu-Ray Player DMP-UB300/UB400 Series**

Awarding Panasonic’s Blu-Ray Player DMP-UB300/UB400 Series the ‘Best Buy Ultra HD Blu-Ray Player 2017-2018’ award, the EISA jury praised the products’ ”crowd-pleasing visuals.”

Commenting on the strength of Panasonic’s 4K HCX (Hollywood Cinema Experience) Processor for Ultra HD Blu-ray, the jury noted that with its high picture processing capability, users can “match [its] performance to the talents of their 4K TV.“

The DMP-UB400 and UB300 series are also designed for high-resolution audio reproduction. The jury noted that the Panasonic DMP-UB300/UB400 Series “double as network media players, too, supporting hi-res music playback (including DSD and 192kHz/24-bit FLAC), as well as video-on-demand via their app portals. “

With all these great features, EISA’s jury is convinced that Panasonic’s DMP-UB400 and UB300 series are “an excellent choice for those seeking an affordable Ultra HD upgrade.”

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**About Panasonic**

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. Celebrating its 100th anniversary in 2018, the company has expanded globally and now operates 495 subsidiaries and 91 associated companies worldwide, recording consolidated net sales of 7.343 trillion yen for the year ended March 31, 2017. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>.