Panasonic Europe Ltd.

Hagenauer Strasse 43

65203 Wiesbaden, Germany

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

**Panasonic at IFA 2017: Paving the way for a more convenient and connected lifestyle**

**Berlin, Germany (28th August 2017)** – Panasonic will present its latest products, technologies and innovations at IFA, Europe’s biggest technology show from 1st-6th September 2017 in Berlin.

Located in Hall 5.2 a/b, visitors will experience Panasonic’s impressive must-see presentation of all its latest products and innovative technologies; showing its commitment towards ‘A Better Life, A Better World’. It will wow visitors with a premium lifestyle showcase of smart technologies and a vast display of must-have audio-visual equipment, home appliances and personal care products.

Highlights from the press conference, booth tours and detailed product expert videos will be featured on Panasonic’s dedicated IFA page: <http://www.panasonic.com/ifa>. For those coming to the show, there will be a number of interactive activities at the booth. Panasonic is encouraging visitors to share their experiences at the booth on social media and join the conversation using the #panasonicIFA hashtag.

Panasonic’s IFA 2017 Press Kit will be available from 30 August at 15:45 CEST under the following link: [www.panasonic.eu/IFApress2017](http://www.panasonic.eu/IFApress2017).

**Main Exhibits at the Panasonic Booth**

**Smart Life**

Panasonic has been committed to aiding a Smart Life for its customers for a number of years. From the provision of residential Smart Home products and Energy Storage solutions, to enabling Smart Mobility - connecting people, towns, and roads - it has led the way in innovations to transform the way we live and work. Panasonic is also a pioneer in the building of Smart Cities – contributing to and even leading a number of projects worldwide.

The Smart Life area at IFA will present an in-depth picture of both Smart Living today and Future Living of tomorrow, showing a host of products and solutions that contribute towards making a ‘Better Life, Better World.’

The multi-faceted, interactive area will be centred around the Smart Life Campus stage, where throughout the day, there will be a series of expert interviews on how Panasonic is building a sustainable future for people to make their lives safer, greener, and more enjoyable.

**Better Living Tomorrow**

Panasonic will present the future concept of a better life at home connected

with a variety of services based on advanced Internet of Things (IoT), Artificial Intelligence (AI), and Robotics technology. Here Panasonic will present the conceptual models of future appliances in four typical life scenarios. In the kitchen scenario, there will be several connected future kitchen appliances which show how customers can create signature dishes and master the art of cooking with professionals such as famous chefs. In the education scenario, visitors will see an educational partner robot which will promote children’s learning in cooperation with educational institutions. In the dining scenario, Panasonic will present a movable fridge incorporating voice command and autonomous movement technology to bring food and beverages closer to you. Finally, in the laundry scenario, the sustainable clothing maintainer will analyse and identify the material against the manufacturers’ database. It will then optimally and automatically wash, dry, and individually fold your clothes.

**Smart Cities**

Smart Life will also include a look at Panasonic’s involvement in Smart Cities, showcasing the various elements that go into building a smart city with examples from around the world.

**Smart Energy and Mobility**

There will be an Energy Solution display in the Smart Energy area showing tips for how to improve energy consumption in the house and save on costly utility bills. This includes energy-generating technologies such as Solar Panels, energy storage devices such as residential Storage Battery, and energy-efficient technologies for heating your home such as the Aquaria Heat Pump and a Fuel Cell Heating System.

In the Smart Mobility area, the luxury SUV by Tesla, the Model X, will be on display, as well as a Gogoro e scooter from Coup eScooter share service, both powered by Panasonic’s lithium battery cells. Visitors will also be able to see a street light technology that is used for electric vehicle charging and other smart city applications.

**Home Entertainment**

**Home AV**

The focus on audio sound quality will continue to be a key part for Home AV. Whether indulging in your favourite music at home, in the gym or in the office, the incredible new audio series presented at IFA will emphasize the dedication Panasonic has to sound, no matter where the listener is. Panasonic will open a new chapter in the development of its home audio speakers that keeps the long-standing tradition of sound quality, while placing an increased focus on comfortable listening and modern design.

Visitors will also have a first-hand look at the newest premium quality headphones with a fashionable retro design, which offer Bluetooth wireless connectivity and hands-free mobile use. Perfect for music lovers who want to enjoy their favourite tunes free from the hassle of cables, be it at home, on the go or during fitness trainings.

**Technics**

One of Technics’ biggest launches to date will be showcased as a world premiere this year at IFA. Technics will display for the first time a new product which reinterprets a classic. This Reference class product will deliver sound quality that will satisfy the ears of even the most high-end audio fans.

On display will also be the **Technics OTTAVA™ f (SC-C70)** - the perfect addition for loyal fans of the Technics brand and audio enthusiasts alike who are looking for a more compact all-in-one music system. Not only does it incorporate all the audio technology and know-how Panasonic has built up over a half century, it is also in many ways a symbol of the new ‘Technics’.

**Panasonic TV**

The TV area will showcase Panasonic’s biggest OLED TV range to date, spearheaded by its largest ever model, the stunning **77-inch EZ1000**. The expanded line-up of 4K Pro HDR OLED TVs is represented by two series, in sizes ranging from 55” to 77” including next generation technologies for consumers who want to enjoy the very best quality 4K HDR content. Panasonic has worked closely with Hollywood to ensure the highest standards in picture quality. A true Hollywood cinema experience will be brought to the booth thanks to an impressive cinema screen-like display of the EZ1000 OLEDs. Visitors will see how Panasonic TVs bring Hollywood directly to the home thanks to the latest technology collaborations with film studios, directors, cinematographers, and colourists. Additionally Panasonic’s end-to-end UHD solution will be on display — from producing images and authoring Blu-ray Disc™ film titles, all the way to manufacturing home entertainment products.

**Digital Imaging**

For the keen photographers, the Digital Imaging (DI) area will display a range of photographs taken by users on the latest **Lumix** camera range. Visitors will see how intensity and brilliance can be captured with the latest photography suite. For those looking to brush-up on their travel and street photography skills, our on-site consultants will be available to offer some useful tips and tricks. There will also be image sample giveaways via our 6k shooting interactive photo booth.

**Appliances**

**Small Kitchen Appliances**

For those who simply love cooking, Panasonic’s Experience Fresh small kitchen appliance area will be a feast for the eyes and a culinary experience to enjoy. Two passionate food bloggers will be hosting workshops to show how to easily whip-up healthy and tasty snacks. A nutritionist will also be offering tips on healthy eating habits and how to easily prepare a vitamin intense meal, powering up overall health, wellness and mental well-being. There will also be several demonstrations showing how to quickly and easily prepare fine and healthy dishes with Panasonic’s latest kitchen products.

The product highlights of this area include Panasonic’s **NN-GD38 Inverter Grill Microwave oven with a steam accessory**, the **MX-S401 hand blender, the MX-ZX1800 high-power blender and Panasonic’s MK-F800 food processor**, which are kitchen essentials if you want to prepare fantastic food from scratch. Panasonic’s latest **bread bakery ZX2522** will also be used during demonstrations that will show the range of gluten-free possibilities like bread, cake and pasta dough.

Finally, to stay hydrated throughout the day, Panasonic will host a revitalising juice bar featuring the **MJ-L500 and MJ-L600 Slow Juicers** with a hands-on opportunity to make your own fresh juice for a much-needed energy boost!

**Personal Care**

Panasonic will project its well-being ethos of ‘**Feeling better by looking good’** through three key sections within its Personal Care area. All will feature exciting lifestyle products and live demonstrations.

**Ladies’ beauty**

Professional make-up artists will be on-hand to explain the expanding family of premium beauty products, which have been inspired by the daily, highly-precise skincare rituals of Japanese women. These include a cleansing brush, an enhancer and a new exciting product, featuring nano-ionic technology to help achieve a post-salon glow, from the comfort of your own home. This new product has been designed to improve skin nourishment, thanks to deep-pore cleansing technology that can stimulate collagen for a visible anti-aging result. There will be an Augmented Reality (AR) photo/video booth where visitors will be able to take pictures and have a chance to win a fantastic prize raffle.

**Male grooming**

For the gentlemen who are after a refresh during the busy trade-show crowds, a professional barber will be on-hand at Panasonic’s grooming stand to offer his styling services.

Panasonic has taken performance to the next level with its new **hair clipper (ER-SC60) and beard trimmer (ER-SB60)** range, equipped with more power, improved blade quality and the fastest cutting speed yet. Whether you are after a wet or dry shave, visitors will also have the first chance to see Panasonic’s **new compact wet/dry 5-blade shaver,** designed to cater to both. With a five-blade cutting system and high-speed linear motor, it delivers more power and precision for smoother post-shave skin.

**Oral Care**

Visitors can also experience “touch and try” demonstrations of the **EW1611/EW1411** oral irrigator for an effective clean and good gum care. Also on display is the expansion of the **EW-DL83** electric toothbrush range, featuring extra fine bristles to scrape out debris.

**# ENDS #**

**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 hasB 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>.