

Panasonic announces AJ-PCD2 single-slot P2 solid-state memory card drive for fast, reliable video offloads

Low-Cost P2 Drive Comes with Two USB 2.0 Cables for Data and Power Connections

Secaucus, NJ, 12th February, 2010: Panasonic Broadcast has introduced a single-slot P2 solid-state memory card drive, the AJ-PCD2. Joining the company's growing line of P2 workflow tools, the PCD2, with two USB 2.0 cables supplied, requires no separate power supply for file transfers and offers total compatibility with Mac and Windows desktop and laptop computers.

In contrast to other single-slot offerings, the PCD2 will afford complete flexibility and reliability in addition to being a low-cost solution. Because the PCD2 supports all P2 card sizes, P2 formats and frame rates in HD and SD, storage capacity and compatibility are non-issues, unlike many fixed format systems such as optical disc and tape. With a 64GB P2 card inserted, the PCD2 can offer immediate access to more than four hours of DVCPRO, two hours of DVCPRO50 or AVC-Intra 50, or more than an hour of DVCPRO HD or AVC-Intra 100 content.

The PCD2 is compatible with Windows XP, Vista and Mac OS X operating systems.

The PCD2 will be available in April with a tentative RRP of €315.

P2 HD all solid-state products offer high definition recording without the mechanical wear and environmental limitations of tape, hard disk, and optical disc based systems. P2 HD ensures the highest reliability, especially in challenging conditions of extreme temperature range, shock, and vibration. P2 HD products provide a significant reduction in maintenance costs, longer useful product life, and immediate access to recorded video (no need to digitize, ingest or create proxy video files) and metadata. P2 HD provides the reliability of solid-state production; the immediate connectivity to existing IT infrastructures; the speed, ease of use and portability of P2 cards; and the interoperability with leading NLE systems.

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About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.77 trillion yen (US \$78.4 billion) for the year ended 31 March 2009. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE Symbol: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

About PBITS

Panasonic's Professional & Broadcast IT Systems Business Unit is part of Panasonic Audio Visual and Computer Systems Europe (PAVCSE), a division of Panasonic Marketing Europe GmbH. The company is a leader in the development of video formats and core products for broadcast and professional AV, including camera-recorders, video recorders, monitors and mixers. Panasonic's P2 systems provide the reliability of solid-state production with immediate connectivity to existing IT infrastructures, allowing for completely tapeless workflows. www.panasonic-broadcast.com

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