

VIERA CAST - Panasonic and European Online Content Partners to Ring in New Era of Web Viewing

Panasonic Europe Ltd. has introduced three models of its VIERA plasma HDTVs that are Internet-enabled and provide access to online video content directly from the living room, without the need to use a computer.



information. To complement the exclusive content from Eurosport for the European market, Panasonic has now also forged an alliance with ARD Television.

The VIERA CAST service is introduced in Europe with three series of the new Panasonic line-up of NeoPDP flat screens – Z1 Series, V10 Series, and G15 series – as well as two full-HD LCD series – V10 Series and G15 Series. The technology is complemented by a rich selection of online content that has become available through Panasonic's partnerships with leading content providers such as YouTube, Google's Picasa, Eurosport, Bloomberg for financial news, and local weather



VIERA CAST delivers online content via an Internet connection to the new Panasonic 2009 VIERA HDTV range. Users can simply plug the Ethernet cable into the back of the television. Switching from a normal TV programme to VIERA CAST is done by pressing the VIERA CAST button on the VIERA TV remote control. VIERA CAST requires no additional registration or subscription. The content offerings vary for different local markets, and viewers can select their own language. A

total of 1,200 sport videos will be available on Eurosport for the start of the VIERA CAST service, which will be transmitted in English, French, German, Spanish, Italian, and Russian. The viewing experience is greatly enhanced by the ultra-fast response time of the VIERA TVs – ideal for fast-moving sporting images. The service will

commence in May with the introduction of the VIERA V10 series which will be in available sizes from 32" to 54".



“The rich online video content from our European partners is a perfect match for Panasonic’s newly expanded HDTV line-up,” said Yori-hisa Shiokawa, Managing Director of Panasonic Marketing Europe. “The combination of the VIERA CAST service and localized online video provides users with an unprecedented viewing experience and entertainment choice at the touch of a button.”

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