

FOR IMMEDIATE RELEASE

PANASONIC INTRODUCES WORLD'S FIRST 6X WRITE-ONCE BLU-RAY DISC MEDIA*

Osaka, Japan (June 18, 2008) -- Panasonic, the leading brand by which Matsushita Electric Industrial Co., Ltd. is known, announced today that it has developed the world's first Write-Once Blu-ray Discs(BD-R) with 6X writing speed*. The new discs will be available in both 25GB** and 50GB** capacities.

Panasonic, which introduced the world's first dual-layer 1X BD-RE Blu-ray Disc in 2004***, 2X BD-R/RE Discs in 2006, and 4X BD-R Disc in 2007, is now launching world's first 6X BD-R to meet consumer demand to write and read large amounts of data at a higher speed. The new 6X discs have a maximum data transfer speed of 216Mbps, which is 20% faster than that of 16X DVD-R discs. This transfer speed, along with the discs' high capacity, allows consumers to use these discs for a variety of applications such as storing High Definition video or backing up PC data.

The new discs feature a wide power margin at any writing speeds from 1X to 6X. This enables high-quality recording, even if the drive's laser power fluctuates, resulting in greater overall drive compatibility.

Panasonic's adoption of newly-developed disc technology produces extremely level and well-balanced discs with highly precise signal grooves. This improves servo characteristics and enables the laser beam to focus to the right position even when the disc is rotating with 6X high speed, thus providing optimum reading and writing performance.

*As of June 18,2008, as 6x recordable Blu-ray disc

**The capacity of Blu-ray discs is expressed in units of 1GB=1 billion bytes, but the capacity is slightly below that after formatting, so that the actual amount area that can be used will be less.

***Introduced in Japanese market only

Specifications

	6X BD-R	
Format Name	Blu-ray Disc Recordable Format Ver. 1.3	
Model Number	LM-BR25MDE	LM-BR50MDE
Data Capacity	25GB	50GB
Layer Constitution	Single Sided/ Single Layer	Single Sided/Dual Layer
Recording Format	Phase Change Recordable	
Laser Wavelength	405nm (Blue-violet Laser)	
Objective Lens Numerical Aperture (NA)	0.85	
Disc Diameter/Thickness	120mm x 1.2mm	
Track Pitch	0.32 μ m	
Minimum Mark Length	0.149 μ m	
Data Transfer Speed	216Mbps(Max.)	
Hard Coating	YES	

About Panasonic

Best known for its Panasonic brand name, Matsushita Electric Industrial Co., Ltd. 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 JPY 9,068.9billion (approx. USD 90.52billion, exchange rate USD 1=JPY 100.19 as of March 31, 2008). The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:MC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

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