



**FOR IMMEDIATE RELEASE**

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**PANASONIC INTRODUCES ARCHIVAL BLU-RAY DISC™ MEDIA**

***\*Available in Two Grades: Archival Grade and Century Archival Grade \****

**LAS VEGAS, NV (April 11, 2010)** – Panasonic Solutions Company announced a new line of professional Blu-ray Disc™ media designed for secure digital data archiving in professional applications. The new recordable Blu-ray Disc™ (BD-R) will be available in two grades - Archival Grade and Century Archival Grade - with spindle packages in the 2<sup>nd</sup> and 3<sup>rd</sup> quarter respectively of this year.

Due to Panasonic’s advanced phase change recording technology, the Archival Grade discs have an expected archival life of more than 50 years\*\* at a room temperature of 77°F and a relative humidity of 80%. The high durability of Panasonic Blu-ray Disc™ has been verified by TÜV Rheinland, the world-famous quality and safety certification institution. All archival discs will be inspected and certified to keep the professional quality, ensuring further enhanced durability.

The Century Archival Grade model\*\*\* features a new recording layer structure that ensures longer shelf life. The disc’s recording layers are protected on both sides with newly-developed layers that are extremely close-grained to keep out external materials such as water and dust. The Century Archival Grade Disc has an estimated life of 100 years.

Both Archival and Century Archival discs adopt “Tough Coating”, a double protective layer with hard coat and cover layers for added durability and high elasticity. The new hard coat is designed with a harder material that is more resistant to scratches and fingerprints and offers superior repellency against water and oil. The elastic cover layer material protects against pressure marks. With this optimally balanced “Tough Coating,” the new discs offer greater reliability and easier handling under various conditions for professional use.

Both models will have inkjet printable type and thermal printable type.

<b>Archival Grade Discs</b>	
<b>Model No.</b>	<b>Specification</b>
LM-BRS2MQB25	25GB, BD-R, 1-6x speed, Inkjet printable, 25pcs spindle
LM-BRS5MQB25	50GB, BD-R, 1-6x speed, Inkjet printable, 25pcs spindle
LM-BRS2MRB25	25GB, BD-R, 1-6x speed, thermal printable, 25pcs spindle
LM-BRS5MRB25	50GB, BD-R, 1-6x speed, thermal printable, 25pcs spindle

The Archival Grade Discs will be available the 2<sup>nd</sup> quarter of this year  
The Century Archival Grade Discs will be available the 3<sup>rd</sup> quarter of this year. Detailed information will be announced at a future date.

### **About Panasonic Solutions Company**

Panasonic Solutions Company empowers people whose jobs depend on reliable technology. Panasonic Solutions delivers collaboration, information-sharing and decision-support solutions for customers in government, healthcare, education and a wide variety of commercial enterprises. Products and services within the company's portfolio include Panasonic Toughbook® mobile computing solutions, projectors, professional displays (including both plasma and LCD), and HD video acquisition and production solutions. As a result of its commitment to R&D, manufacturing and quality control, Panasonic is known for the reliability and longevity of its products. Panasonic Solutions Company is a division of Panasonic Corporation of North America, which is the principal North American subsidiary of Panasonic Corporation (NYSE: PC).

All brand and company/product names are trademarks or registered trademarks of the respective companies. All specifications are subject to change without notice. Information on Panasonic Solutions Company's full line of products can be obtained by calling 877- 803-8492 or at **[www.panasonic.com/business-solutions](http://www.panasonic.com/business-solutions)**.

\*Blu-ray Disc™ and Blu-ray™ are trademarks of Blu-ray Disc Association.

\*\*According to a Panasonic accelerated age test.

\*\*\*The Century Archival Grade discs should be used with supporting drives in order to enjoy the advantages. Detailed information of supporting drives will be announced at a future date.

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