

**FOR IMMEDIATE RELEASE**

**PANASONIC INTRODUCES NEW 64 GB\* AND 48 GB\* SDXC MEMORY CARDS, AVAILABLE GLOBALLY IN FEBRUARY 2010**

LAS VEGAS, NV (January 6, 2010) – Panasonic today announced the availability of the company's first 64 GB\* and 48 GB\* SDXC Memory Cards. The new SDXC Memory Cards, the RP-SDW64GE1K (64 GB) and RP-SDW48GE1K (48 GB) are Panasonic's largest-sized GOLD cards with Class 10 speed specification. Featuring new advanced Super Intelligent Controller helps to improve the reliability of the card and extend its lifetime. The new 64 GB and 48 GB SDXC Memory Cards will be globally introduced in February 2010 with suggested retail prices of \$599.95 and \$449.95, respectively.

SDXC is the next generation SD Memory Card, a new standard for storing data more than 32 GB and up to 2 terabytes. The Panasonic 64 GB SDXC Memory Card features a massive 64 GB of capacity, making it ideal for recording AVCHD High Definition video, high-resolution, or even RAW still photos. When used with Panasonic's newly-released camcorders, such as the Panasonic HDC-TM55, the 64 GB SDXC Memory Card can record up to 8 hours and 30 minutes of video, while recording in the highest video quality in HA mode. Or when recording in 1920 x 1080i in HE mode, the SDXC Memory Card can hold approximately 27 hours and 30 minutes of video. The 48 GB SDXC Memory Card will have nearly the same capacity as a dual-layer Blu-ray Disc, and can hold 6 hours and 20 minutes of HD video content recorded in HA mode and 20 hours and 20 minutes when recorded in HE mode.

With the Class 10 speed specification and maximum data transfer speed of up to 22MB/s, the new Panasonic SDXC Memory Cards allows users to enjoy superb performance when using with an HD camcorder or a digital still camera for high-speed burst shooting when taking still photos.

The 64 GB and 48 GB SDXC Memory Cards, along with other Panasonic GOLD line Memory Cards, provide longer lifetime, thanks to the adoption of Panasonic's newly-developed Super Intelligent Controller, which evolves the current Super Intelligent Controller used in the Silver line Memory Cards. With the new Super Intelligent Controller, flash memories are automatically refreshed with error corrections, thus preventing data damages and providing longer lifetime. The new SDXC Memory Cards include a new technology designed to minimize accidental corruption caused by a power interruption, such as the Memory Card being removed while data is being transferred. Panasonic's SDXC Memory Card robustness is reliable even under severe temperature condition from -13°F to 185°F\*\*. For more information, please visit

[www.panasonic.com/CES2010](http://www.panasonic.com/CES2010).

\*1 GB = 1,073,741,824 bytes. Usable capacity will be less. SDXC Memory Cards can only be used in SDXC host devices, which support the SDXC Memory Card.

\*\*According to Panasonic testing.

**About Panasonic Consumer Electronics Company**

Based in Secaucus, N.J., Panasonic Consumer Electronics Company (PCEC), a market and technology leader in High Definition television, is a Division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. Panasonic is pledged to practice prudent, sustainable use of the earth's natural resources and protect our environment through the company's [Eco Ideas](http://www.panasonic.com) programs. Information about Panasonic products is available at [www.panasonic.com](http://www.panasonic.com). Additional company information for journalists is available at [www.panasonic.com/pressroom](http://www.panasonic.com/pressroom).

For more than 20 years, Panasonic has been proud to support the Olympic Movement as an Official Worldwide Olympic Partner in the Audio and Visual Equipment category and, beginning in 2009, in the Digital Imaging category as well. Panasonic has also renewed its partnership with the International Olympic Committee for an additional eight years through the 2016 Summer Games. For more information, visit <http://panasonic.net/olympic/>.

### Specifications

Product Name	64 GB SDXC Memory Card	48 GB SDXC Memory card
Model No.	RP-SDW64GE1K	RP-SDW48GE1K
Memory Capacity	64 GB	48GB
Usable Capacity	61,791 MB	45,535 MB
High definition movie recording time*(AVCHD)		
HA mode 1920x1080i/17Mbps	approx. 8hr 30min.	approx. 6hr 20min
HE mode 1920 x 1080i / 5Mbps When recorded with HDC-TM55	approx. 27hr 30min.	approx. 20hr 20min
Still images recordable* (12Megapixels, 4000x3000, Normal mode)	approx. 18,240	approx. 13,470
Compliant Standard	SD Memory Card Standard Version 3.0	
File System	exFAT	
Speed Class	Class 10	

\*Recording time and the number of images may vary depending on the particular device.

###

### Editorial Contacts:

MeeJin Annan-Brady (Panasonic)  
Blayne Murphy (Cohn & Wolfe)

201-392-6124 [annan-bradym@us.panasonic.com](mailto:annan-bradym@us.panasonic.com)  
212-798-9763 [blayne.murphy@cohnwolfe.com](mailto:blayne.murphy@cohnwolfe.com)