



PANASONIC PROJECTOR SYSTEMS COMPANY AND EDWARDS TECHNOLOGIES, INC. PARTNER TO DELIVER 3D DIGITAL SYSTEM SOLUTIONS DURING THE 30th ANNUAL ASSOCIATION OF SCIENCE-TECHNOLOGY CENTERS (ASTC) CONFERENCE

Panasonic and ETI will co-sponsor two events during ASTC and have installed projectors for the newest 3D/4D theater at the Discovery Science Center in Santa Ana, CA

SECAUCUS, N.J. – Oct. X, 2007 – Panasonic Projector Systems Company and Edwards Technologies, Inc. (ETI) will be showcasing the latest 3D Digital Systems during this year's Association of Science-Technology Centers (ASTC) Conference titled: Lights, Camera, Action - From Vision to Reality, on October 13th – 16th at the California Science Center in Los Angeles, CA.

Panasonic will exhibit four of its award-winning, full-HD, 1080p wide-screen PT-DW10000 projectors. The PT-DW10000 is capable of displaying high-resolution images with a 16:9 aspect ratio and 5,000:1 contrast ratio. This projector series for video and cinema customers ensures that the show will go on by including a quad lamp system, generating 10,000-lumen brightness, meaning if one lamp burns out during operation, the remaining lamps provide plenty of light to continue projecting.

This year, ASTC members will explore the diverse issues involved in turning their museum's innovative visions into successful reality. To aid members in affording 3D brilliance, Panasonic Projectors Systems Company will be offering low cost financing for all four systems during the conference.

"We're excited to be working with ETI at this year's ASTC conference," said Thomas Zitelli, President of Panasonic Projectors Systems Company. "Our relationship with ETI is helping to integrate full design and production packages for digital cinemas with low cost financing for the ASTC audience. In addition to great products, we offer a unique leasing and financing solution that enables our customers to immediately create high-quality viewing experiences for their facilities."

Panasonic and ETI are teaming up to bring ASTC members two co-sponsored events during the conference including:

- "A conversation with Ray Bradbury and Marty Sklar with Leonard Maltin: The Science of Fiction" at The LA Convention Center, Room 411, on Sunday 1:30 – 2:45 PM
- The Panasonic and ETI co-sponsored event at the IMAX Theater at the California Science Center, 5:30 – 7:00 PM

The new giant screen format 3D systems are compatible with projecting images on screen widths of up to 50 feet and screen luminance of over 12 foot lamberts. Panasonic Projectors Solutions currently outfits 3D facilities at the: Museum of Science in Boston, MA; Science Museum of Minnesota, Museum of Science and Industry in Chicago, IL; Riverbanks Zoo & Garden in Columbia, SC; and Aquarium of the Pacific in Long Beach, CA.

In addition to these current locations, Panasonic and ETI will open the newest 3D/4D Theater at the Discovery Science Center in Santa Ana, CA on Monday, October 15th. This new 3D/4D, 130 seat theater will be utilizing the ETI video server and two PT-DW7000U projectors on a 17.4"

silver screen. ASTC members will be touring the Discovery Science Center located on 2500 North Main Street in Santa Ana, CA on Tuesday, October 16th.

The ETI and Panasonic installations are more cost effective than traditional systems. Panasonic Finance Solutions Leasing Specialists will be available to discuss financing options during the ASTC conference.

About Panasonic Finance Solutions

The Panasonic Finance Solutions Program, provided by CoActiv Capital Partners for Panasonic Projector Systems Company, offers financing for Panasonic customers for transaction amounts starting at \$3,000 with same day credit decisions when complete information is submitted. Transactions can be structured with standard lease terms of 24, 36, 48 or 60-months. Non-standard or flexible lease terms can be created by speaking with a Panasonic Finance Solutions Leasing Specialists.

About Edwards Technologies Inc.

Edwards Technologies, Inc., headquartered in El Segundo, California since 1984, has specialized in the design, engineering, fabrication and installation of 3D/4D Theaters, audio systems, visual displays, show control, Special A/V Effects, Interactive Exhibits, Multi-Screen Shows, Software systems, Interactive Kiosks and more. For additional information see www.edwardstechnologies.com

About Panasonic Projector Systems

Panasonic Projector Systems Company is a prominent supplier of projectors and presentation systems in the United States. It is a unit of Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE:MC) of Japan, and the hub of its U.S. marketing, sales, service and R&D operations. For more information on Panasonic Projector Systems products, visit the company's Web site at www.panasonic.com/projectors.

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