



## **Press Release**

### **PANASONIC LAUNCHES LIFI HDTV DISPLAY WITH LIFI™ BY LUXIM CORPORATION.**

*High Definition Television Sets Powered by New Illumination Technology Fill Out Digital TV Line Introduced at CES 2007*

**Las Vegas, Nevada – January 8, 2007** - LUXIM Corporation today announced that Panasonic has introduced its LIFI HD Television Series powered by LUXIM's revolutionary long-life LIFI™ illumination technology. Panasonic's TV products were unveiled today at the Consumer Electronics Show in Las Vegas, Nevada.

LIFI™ is a revolutionary new light source that delivers high brightness, long stable performance, fast turn-on time and brilliant colors to Panasonic's industry leading lineup of high definition televisions. While conventional light sources for projection micro-display illumination degrade over time and must be replaced by the consumer during the TV's life, LIFI™ enables high levels of screen brightness, contrast and color vividness that last for an extended period of time.

Panasonic's product development team worked closely with LUXIM engineers to develop a new kind of micro-display television category designed to achieve the best overall consumer value available today. "Panasonic looked at all the available lighting technology options for this new micro-display TV line," said Andrew Nelkin, Vice President of Panasonic's Display Group. "We incorporated LIFI™ into the name and design of this new HDTV line to offer the customer a great user experience while eliminating worries about the need for lamp replacement." Panasonic's LIFI HDTV is expected to be available in 50, 56 and 61 inch screen sizes at specialty retailers in April 2007.

"LIFI™ has raised the bar of performance for micro-display TV to new heights with the best reliability, responsiveness, color palette and ease of use available," said Tony McGettigan, CEO of LUXIM Corporation. "We are proud that an industry leading consumer electronics maker like Panasonic has made LIFI™ their light source of choice to bring a superior viewing experience to display users."

In addition to a superb image and media viewing experience, sleek design and glossy finish options make Panasonic LIFI HDTV a beautiful addition to any home.

#### **About Panasonic**

Based in Secaucus, N.J., Panasonic Consumer Electronics Company is a Division of Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co. Ltd. (NYSE: MC) and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. 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).

#### **About LUXIM**

LUXIM is the inventor of LIFI™ bringing Light Fidelity™ to long-life, vivid color projection display applications like wide screen high-definition TVs and home theater projectors. A manufacturing company based in the heart of California's Silicon Valley, LUXIM produces in volume a new set of products for high intensity lighting. With unprecedented levels of stable light power, long life, quality color spectrum and ease of implementation, LIFI™ is now possible for lighting applications that need it.

For more information, contact:

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