

May 11, 2006

Panasonic (Matsushita Electric)
Sony Corporation

**Panasonic and Sony Jointly Developed
New HD Digital Video Camera Recorder Format for Recording on Disc
-- Basic Specifications Announced Today --**

Tokyo, Japan, May 11, 2006 – Panasonic, the brand name for which Matsushita Electric Industrial Co., Ltd. is known and Sony Corporation today announced specifications for "AVCHD", a brand new high definition (HD) digital video camera recorder format the two companies jointly established. The AVCHD format allows for recording and playback high-resolution, digital HD images using 8cm DVD media.

The two companies have started preparations for licensing to extensively promote the format throughout the industry.



- Logo Mark of "AVCHD" format -

In Japan, BS digital HD broadcasting and digital terrestrial broadcasting are expanding widely. Coupled with the emerging growth of HD broadcasting across the world, penetration of HD-capable TV sets is gaining unprecedented momentum. This sets the stage for enjoying HD images more easily at home. Panasonic and Sony will extensively promote this format throughout the industry as the new HD digital video camera recorder format best suited for the HD era.

The "AVCHD" is an HD digital video camera format for recording 1080i^{*1} and 720p^{*2} signals onto 8cm DVD media by using highly efficient codec technologies. The format employs MPEG-4 AVC/H.264 codec for video compression, and Dolby Digital (AC-3) or Linear PCM for audio codec. This makes it possible to develop HD video camera recorders which achieve compact size as well as high-quality video and audio.

The MPEG-4/H.264 codec is a promising technology which is over two times more efficient than MPEG-2 or MPEG-4 codec technologies. By adopting this technology, an "AVCHD" video camera recorder can record high quality HD video images onto 8cm DVD media.

*1 :1080i one of HD specifications that has 1080 efficient scanning lines by interlace method

*2 :720p one of HD specifications that has 720 efficient scanning lines by progressive method

[Outlines of "AVCHD" Format]

Recording Media		8cm DVD			
Wave Length of LASER		650nm			
VIDEO	Video Signal	1080/60i 1080/50i 1080/24p	720/60p 720/50p 720/24p	480/60i	576/50i
	Number of Pixels (Horizontal x Vertical)	1920 x 1080 1440 x 1080	1280 x 720	720 x 480	720 x 576
	Aspect Ratio	16:9	16:9	4:3, 16:9	4:3, 16:9
	Compression Method	MPEG-4 AVC/H.264			
	Sampling Frequency for Luminance Signal	74.25MHz 55.7MHz	74.25MHz	13.5MHz	13.5MHz
	Sampling Format	4:2:0			
	Quantization Bit Rate	8bits (Luminance / Chrominance)			
	AUDIO	Compression Method	Dolby Digital (AC-3)		Linear PCM
Bit Rate after Compression		64 - 640 kbps		1.5Mbps (2 channels)	
Audio Mode		1 - 5.1 channel		1 - 7.1 channel	
System		MPEG-2 Transport Stream			
System Bit Rate		up to 18Mbps			

About Panasonic

Best known by 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 US\$76.02 billion for the year ended March 31, 2006. The company's shares are listed on the Tokyo, Osaka, Nagoya, New York (NYSE:MC), Euronext Amsterdam and Frankfurt stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net>.

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading personal broadband entertainment company in the world. Sony recorded consolidated annual sales of approximately \$64 billion for the fiscal year ended March 31, 2006. Sony Global Web Site: <http://www.sony.net>

Press Contact

Panasonic

Japan
Matsushita Electric
Panasonic News Bureau

Akira Kadota Tel : +81-3-3578-1237
Tel : +81-3-3542-6205

USA
Panasonic Corporation of North America

Jim Reilly Tel : +1-201-392-6067
Email: reillyj@us.panasonic.com

Europe
Panasonic Europe Ltd.

Brendon Gore Tel : +44-(0)208-899-2217
Email: Brendon.Gore@eu.panasonic.com

Asia & Oceania
Panasonic Asia Pacific Pte. Ltd.

Josh Matsukawa Tel : +65-6390-8470
Email: yoshihiro.matsukawa@sg.panasonic.com
Alicia Ho Tel : +65- 6390-3513
Email: alicia.ho@sg.panasonic.com

Sony Corporation

Corporate Communications

Tel : +81-3-5448-2200