

Why not take advantage of the Olympic Games assets for your sales campaign?



This book contains a lot of model cases of the Olympic campaign from all over the world, intending to take in use the Olympic Games assets for your sales campaigns. It gives you some tips for your sales tools and campaigns. We, Worldwide Olympic Marketing Office, hope this book helps your sales promotional activities.

Contents: **Case study of the past Olympic Campaigns**

Good examples of the Olympic campaigns from all over the world, including some comments from the person in charge and some reactions.

Model cases

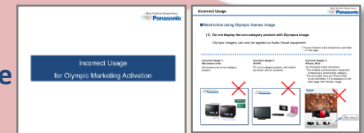
Model cases are assembled from IOC approval submissions. These are categorized 11 sections.

Activities of the other TOP sponsors

Photos of the other TOP sponsors activities at London 2012 Olympic Games.



“Incorrect Usage for
Olympic Marketing
Activation” is available
in DVD.



Case Study of the past Olympic Campaigns 003

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- [-] DVD
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 - [+] Employee Engagement
 - [+] Event
 - [+] Exhibition
 - [+] Give Away
 - [+] Graphic
 - [+] Movie
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 - [+] PANM1425
 - [+] PANM1806
 - [+] PANM1851
 - [+] PANM1901
 - [+] PANM1948
 - [+] NOC
 - [+] PR
 - [+] Product
 - [+] StoreFront
 - [+] Web
 - [-] documents for Approval
 - [+] olympic_approval_marks_e.xls
 - [+] olympic_approval_pre_e.xls
 - [+] IncorrectUsage .pdf
 - [+] IncorrectUsage .ppt
 - [+] IncorrectUsage .pptx

Panasonic Olympic Marketing Case Study Book

Case study of the past Olympic Campaigns

Good examples of the Olympic campaigns from all over the world,
including some comments from the person in charge and some reactions.



Total Marketing for London

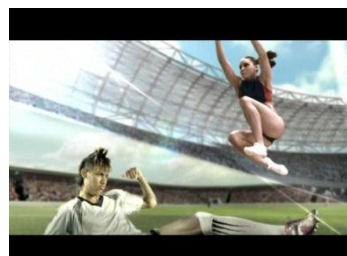
Worldwide



OOH 41 countries



TV Commercial
More than 120countries

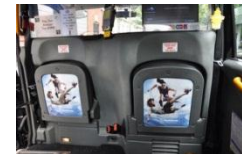


1. Campaign Duration : 2012/5/15~2012/9/15

2. Campaign Region and Place :

movie and visual are used at worldwide. (TV,WEB,OOH) in London

- ★ Heathrow airport: Terminal 3,5 External, Internal (9 signboards)
- ★ Waterloo station: (18 signboards)
- ★ Taxi: 750 taxi (Central London)
- ★ Bas: 100 bus (Central London)



3. Campaign Objectives :

This is the main visual created by HQ.

Key word for This visual is;
"Panasonic equipment links everyone the best stage" =
Sharing the Passion

4. Campaign Reaction:

By using PUK's contract player Louise Hazel who is popular in UK, and also Panasonic Brazil's contract player Neymar Junior who is popular in the world.
The signboards in London and the visual used in the other part of the world helped to enhance the Panasonic's brand image.



Share the Passion FLAG TAGS - social media campaign

Worldwide / Great Britain



Celebrity photoshoot



Two Towers OOH



1. Campaign Duration
the London 2012 Olympic and Paralympic Games

2. Campaign Region and Place
Worldwide from Panasonic UK

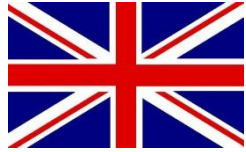
3. Campaign Overview
Designed for Facebook and mobile, Flag Tags allows users to celebrate the London 2012 Olympic and Paralympic Games by using the age old tradition of face painting. By simply taking their picture, applying the virtual face paint design of the chosen national flag, and sharing the image with friends and family. Panasonic will then 'Share The Passion' through strategic digital media channels and event installations so people around the world can commemorate the greatest Games on earth!

4. Key Achievement
Total **116,000** Flag tags created.
Facebook 63,000 / mobile 56,000

PUK Facebook account increased from 38,000 fans to **110,000** fans.

PR Coverage over **330** articles
(reaching **292 million** potential readers).

Twitter reach over **6.7 million**



Media Invite - Panasonic Media Event

Great Britain



GET CLOSER TO LONDON 2012

As Official Worldwide Olympic Partner in the Audio Visual Category, Panasonic would like to invite you to share the exciting technical delivery information which details the vast amounts of Panasonic AV equipment installed at Olympic Venues across the country and how this will be used to broadcast the London 2012 Olympic Games.

HEAR HOW PANASONIC IS BRINGING THE LONDON 2012 OLYMPIC GAMES TO MILLIONS OF PEOPLE ACROSS THE WORLD!

Address:	The Hospital Club, 24 Endell Street, London, WC2H 9HQ
Date:	Thursday 31st May 2012
Time:	18.00 (presentation to begin at 18.15)

GREAT PRIZES TO BE WON!

- Win a pair of VIP Olympic Tickets to London 2012
- Win a Panasonic Smart Viera, Official TV of London 2012

Join us after the presentation for the launch party of Panasonic's exciting Olympic Games App with a special appearance from world famous magician Dynamo

WE LOOK FORWARD TO SEEING YOU!

PLEASE RSVP TO jennifer.norris@eu.panasonic.com



1. Campaign Duration 31st May 2012
2. Campaign Region and Place
The Hospital Club, Covent Garden, London
3. Main Target
Technology press and online/lifestyle press/bloggers
4. Campaign Objective
To announce the technical delivery details of London 2012 to technology press and launch Flag Tags to online press/bloggers.
5. Spectators reactions
Very positive comments from press, impressed with technical delivery figures and engaged with Flag Tags.
6. Campaign effect
35 technology press and 30 lifestyle/online press came to event. Helped to launch Flag Tags and also create stories for press about technical delivery.



Panasonic Caravan Tour 'Raise the Bar'

Canada / USA



view.



LONDON 2012 OLYMPIC GAMES TRIP SWEEPSTAKES



SOCIAL MEDIA



OOH (value added advertising)

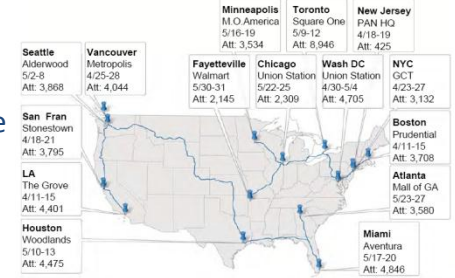


Event with Olympic athletes



1. Campaign Duration
2012/4/11 – 2012/5/25

2. Campaign Region and Place
fifteen markets across the US and Canada

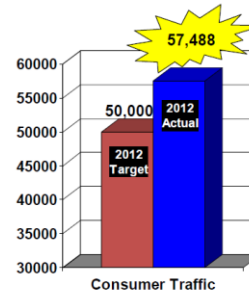


3. Campaign Overview

As a technology leader and official worldwide partner of the London 2012 Olympic Games, in preparation for this year's Panasonic Vertical Launch, we established a rallying cry to impact and inspire our consumers. We invited them to understand that Panasonic never stops everything it can to **RAISE THE BAR.**

Activating in fifteen markets across the US and Canada, the Raise the Bar Tour was born to educate and inspire consumers about Panasonic and its wide line of 2012 products.

4. Consumer Traffic

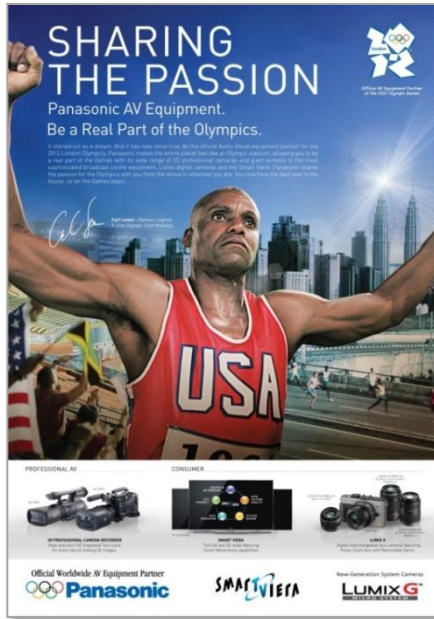


- Exceeded 2012 Attendance Target by 15%
- Surpassed 2011 Average Daily Traffic Figures (942 vs 877)



Campaign with Carl Lewis

Asia Malaysia



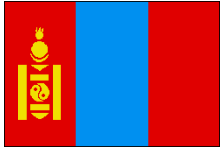
1. Campaign Duration
2012/7/27 – 2012/8/13

2. Campaign Region and Place
All over Malaysia

3. Main Target
Primary : Government and Businesses.
Secondary: Consumers and other stakeholders

4. Campaign Objective
To position Panasonic as the only end-to-end 3D and AV network solution provider with high level technology and knowledge.
Carl Lewis is the symbol of Olympic legend as endorser and shows how much progress AV technology was developed compared to his playing days.





Outside Advertisement

Asia Mongolia



1. Campaign Duration

2012/07/27- 2012/10/31

2. Campaign Region and Place

Ulan Bator City

- City Plaza at Downtown
- Along main street at Downtown and highway from the airport

3. Campaign scale

Signage size is 150m².

4. Main Target

Visitors from foreign countries and resident from neighborhood

5. Campaign Objective

To enhance the brand image and reliability by using the Olympic image during the Olympic Games.

6. Spectators reactions

The graphic gives a neat impression and helps to enhance the brand product image.



Office decoration for PUK – employee engagement

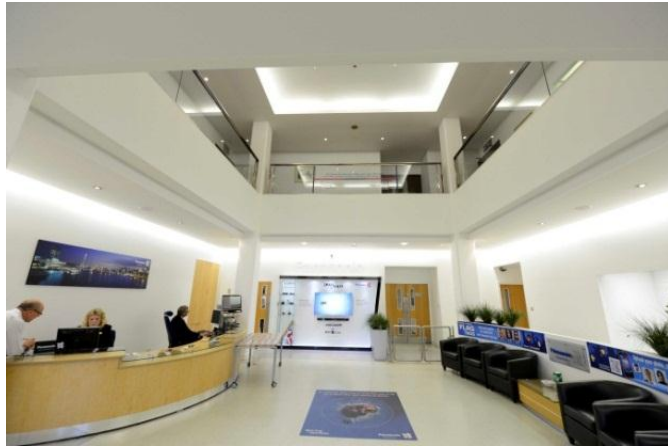
Great Britain





Office decoration for PUK – employee engagement

Great Britain



By displaying the world record of the Olympic Games as the office decoration, it enhances the employees' engagement.



Panasonic Olympic Marketing Case Study Book

Model cases

Model cases are assembled from IOC approval submissions.
These are categorized 11 sections.

Model Cases

They are classified to 11 main categories and each main category is divided into some sub-categories based on its application.

Movie	Movie Images Sub category : for TV, for Event, for OOH(Billboard)	Exhibition	Exhibition and Showroom examples Sub category: Exhibition, Showroom
Graphic	Graphic Advertisement Sub category: Newspaper, Magazine, OOH, Bus & Taxi	Product	Special Products during Olympic Games. Sub category: Mark on Product, Package, IPTV, Premium
PR	Tied-up Ads with media such as magazines, newspapers and so on. Sub category: Magazine, Newspaper, Brochure, TV Program, Radio	NOC	NOC cooperated Examples. Sub category: NOC
Event	Event Campaign within each country Sub category: Event	Employee Engagement	Employee Engagement Examples for promoting employee motivation. Sub category: Office Deco, Intranet
WEB	Web Campaigns Sub category: Top Page, Banner, Flash Banner, Count Down Banner, You Tube Channel, Blog, Campaign	Give Away	Give Away goods to customers and business partners Sub category: Pin Badge, Strap, Key Chain, Pen, Clear Holder, Paper Bag, Memo Pad, Stationary, Watch, Cup, Others, Wear, Towel & Others
Store Front	Campaign Tools at the storefront Sub category: POP, Corner, Window Display, Catalogue, Flyer, DM		



Detail data, such as movies, flash images, proposal documents, is in the attached CD.

Model Cases

Movie 16	for TV 17	for Event 22	for OOH 27						
Graphic 28	Newspaper 29	Magazine 35	OOH 45	Bus & Taxi 52					
PR 54	Magazine 55	Newspaper 62	Brochure 63	TV program 69	Radio 75				
Event 76	Event 77								
WEB 94	Top Page 95	Banner 99	Flash Banner 101	Countdown Banner 103	You Tube Channel 105	Blog 106	Campaign 108		
Store Front 118	POP 119	Corner 131	Window Display 135	Catalogue 138	Flyer 143	DM 151			
Exhibition 154	Exhibition 155	Showroom 159							
Product 164	Mark on Product 165	Package 170	IP TV 174	Premium 175					
NOC 176	NOC 177								
Employee Engagement 180	Office Deco 181	Intranet 189							
Give Away 188	Pin Badge 189	Strap 191	Key Chain 193	Pen 194	Clear Holder 195	Paper Bag 196	Memo Pad 197		
	Stationary 198	Watch 199	Cup 200	Others 201	Wear 206	Towel & Others 210			

Panasonic Olympic Marketing Case Study Book

Model Cases

Movie



HK Cable TV Olympic Pre-proper Game

Region/Country : Hong Kong

Files : PANM10375_1.pdf/ PANM10375_2.xls/
PANM10375_3.jpg/ PANM10375_4.wmv





VTR story board with Olympic element

Region/Country : People's Republic of China

Files : PANM1050_1.ppt

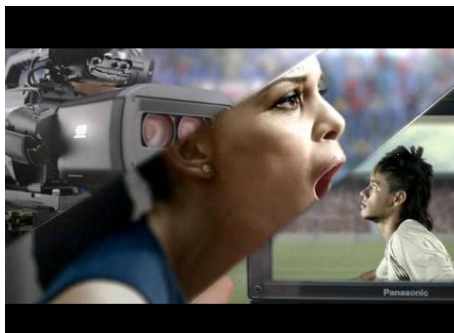
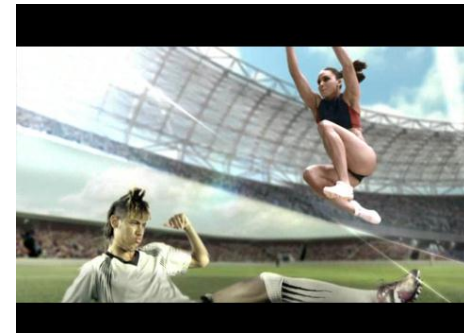




Panasonic 'Unite the sensation' Olympic CF

Region/Country : Worldwide

Files : PANM10576_1.wmv/ PANM10576_2.wmv





TV Commercial

Region/Country : Malaysia

Files : PANM10761_1.mpg / PANM10761_2.mpg





CM Lumix for KOREA

Region/Country : Korea

Files : PANM1948_1.ppt

Lumix GF1_ 무사A 武士篇 "Warrior" Version

砂埃が舞う空間、ある武士一人が歩いてくる。
 武士とデジタル一眼レフ(DSLR)カメラの対決構図を見せる
 Amidst a dusty cloud, a lone warrior approaches.
 (A battle setup pitting the warrior against a Digital Single-Lens Reflex (DSLR) camera is shown)

轟然と光る轟音、一瞬、武士が倒れ、塵埃が舞い上がる。DSLRの対決構図が現れる。

かみろあ
 行け!!!! GO!!!!

DSLRカメラの一部が切られ、ルミックスに変えられる3Dカット
 Pieces of the DSLR camera are cut off to reveal a 3D shot of the Lumix

DSLRが崩壊する中、ルミックスに変換される3Dカット

字幕) パナソニック ルミックスG、伝説を越えて新しい時代の神話を始める
 (Subtitle) The line between legend and myths for a new generation is drawn here. Introducing the Panasonic Lumix G.

新概念システムカメラ
 A Revolutionary New System Camera

Lumix G

神話創造 ルミックスG
 The Lumix G: the stuff that myths are made of.

자막) 파나소닉 루미ックスG, 전설을 넘어 새로운 시대의 신화를 시작하다

신화창조 루미ックスG



Inter BEE promotion video for JAPAN

Region/Country : Japan

Files : PANM1806_1.pdf

①Opening (To Vancouver from Beijing) 60"

Visuals	Scene Description	English	Japanese
	1/Panasonic's Official Worldwide Olympic Partner logo	NA	NA
	1/To Vancouver from Beijing...	1/To Vancouver from Beijing...	①北京からバンクーバーへ。
	2/The Beijing Olympic Games, with all the emotion and excitement... Brought to viewers around in high definition by Pan-HD broadcasting equipment	2/The Beijing Olympic Games, with all the emotion and excitement... Brought to viewers around in high definition by Pan-HD broadcasting equipment	②あの北京オリンピックを
	2./ Beijing: shot of summer sports		

②Opening (To Vancouver from Beijing) 60"

Visuals	Scene Description	English	Japanese
	3/Broadcast Olympic scenes being intently watched by a family	NA	NA
	3/This was the first competition ever recorded and broadcasted in high definition, opening a chapter in the history of the Olympic Games. Having proven its reliability Beijing, Panasonic's HD1 equipment was again cho the official format for the Winter Olympic Games.	3/This was the first competition ever recorded and broadcasted in high definition, opening a chapter in the history of the Olympic Games. Having proven its reliability Beijing, Panasonic's HD1 equipment was again cho the official format for the Winter Olympic Games.	③大会史上初のHD規格による
	4/ Cheers rise from the stadium, then...	4/ Cheers rise from the stadium, then...	

③Opening (To Vancouver from Beijing) 60"

Visuals	Scene Description	English	Japanese
	4/ Cheers rise from the stadium, then...	4/ Cheers rise from the stadium, then...	
	5/ Winter Olympic Games logo	5/ Winter Olympic Games logo	
	6/ Vancouver: shots of winter sports	6/ Vancouver: shots of winter sports	
	TITLE: To Vancouver from Beijing	4/ From video to sound, the P2HD and other Panasonic HD broadcasting equipment provide more advanced performance. Resonating with the ecological theme of the Vancouver Olympic Games, the entire competition will be produced using the HD standard, the first time for the Winter Olympic Games to be broadcast worldwide in high definition, from the broadcasting station to people's homes.	④映像から音響まで、P2-HDをはじめとしたPanasonicのHD放送機材がその機能を業の、バンクーバーオリンピックの規格と共鳴しながら、全競技をHD規格で制作し、冬季オリンピック初のハイビジョン映像を全世界の放送局から、家庭のリビングまでトータルにお届けします。



CM

Region/Country : Worldwide

Files : PANM1851_1.wmv/ PANM1851_2.wmv/
PANM1851_3.wmv/ PANM1851_4.xls

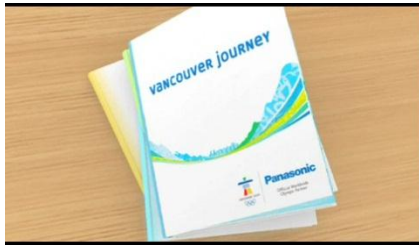




3D animation of Vanoc Mascot

Region/Country : Worldwide

Files : PANM1901_1.wmv/ PANM1901_2.wmv/
PANM1901_3.wmv





Jingle' 3D video showing in the showcase (Opening/ Ending)

Region/Country : Great Britain

Files : PANM10558_1.pdf/ PANM10558_2.pdf

■ Panasonic Pavilion Jingle Storyboard

[Opening]				2012/4/27
No.	Sample visual	animation	note	
1		Wenlock come in. Telop in "Welcome to the Panasonic Pavilion!"		
2		3D glasses appear.		
3		Telop in "Please make sure to turn on your 3D glasses!" "Turn on!"		
4		The 3D glasses spin and come flying towards screen. The scene wipes as the 3D glasses get up close.		
6		CI in.		

■ Panasonic Pavilion Jingle Storyboard

[Ending]				2012/4/27
No.	Sample visual	animation	note	
1		Wenlock come in. Telop in "So, did you have fun?"		
2		Wenlock comes to stand in the center of the stage.		
3		Telop in "Please stay and watch the Smart VIERA presentation!"		
4		The entire screen zooms back and we see that No.3 is inside the VIERA. Display the Smart VIERA logo.		
5		After the Smart VIERA logo is displayed, Wenlock appears from behind the VIERA. CI in.		



Jingle 3D video in the showcase

Region/Country : Great Britain

Files : PANM10923_1.wmv / PANM10923_2.wmv
PANM10923_3.wmv / PANM10923_4.wmv





[Urgent!]Resubmit the final STB CF in subway

Region/Country : People's Republic of China

Files : PANM1425_1.wmv



Panasonic Olympic Marketing Case Study Book

Model Cases

Graphic



Newspaper ad (VIERA) for JAPAN

Region/Country : Japan

Files : PANM0235_1.ppt

Ad to boost the exposure by attaching Olympic Games on-air schedule while people is interested in the Games Broadcasting.





Ad. on newspaper

Region/Country : People's Republic of China

Files : PANM0374_1.pdf

Panasonic
ideas for life

激情共享
Sharing the Passion.

等离子电视 VIERA

作为奥运会全球正式合作伙伴, Panasonic以完美至真的高清影像, 为世界人民记录并呈现奥运会的每一刻精彩!
让Panasonic和您共同期待500天后的奥运盛事!

松下电器(中国)有限公司 客户服务中心: 800-810-0081 网址: <http://panasonic.cn>

松下电器

As the Official Worldwide Olympic Partner, Panasonic records and replays every single excellent moment of the Olympic Games for people in the whole world. Panasonic would like to expect the extraordinary Games with you in 500 days!

Panasonic of China ; client service center:800-810-0081 ; URL: <http://panasonic.cn>



News paper ad for JAPAN

Region/Country : Japan

Files : PANM0869_1.pdf/ PANM0869_2.ppt

News paper advertisement

We have the copyright for the pictures used below

The Olympic Games with Full High Definition TV. The Beijing Olympic Games will be held this Summer. First time in history of the Olympic Games, Panasonic will make Full High Definition Broadcasting possible. From the stadium to broadcasting, to television at home, Panasonic supports with its digital AV technique. Delivering the inspiring moments of the Olympic Games worldwide.

Five more month to the see The excitement!

Venue: From the main stadium where the Opening Ceremony will be held, Panasonic supports image and acoustic system at each and every location of the Beijing Olympic Games.

Home: Playing back the inspiring moments with sharp and clear image.

Broadcasting : Panasonic supports the official moving image of the Olympic Games with Full High Definition recording technique.



Urgent VIERA 103' Ad in UAE

Region/Country : United Arab Emirates

Files : PANM1409_1.pdf

VIERA

Beijing 2008
Panasonic
Sponsor

Panasonic
Ideas for Life

The Olympics experience reaches new heights.
Panasonic Plasma 103" – the world's largest plasma panel.

With the huge Panasonic Plasma 103" in your living room, big games seem to get bigger and real. It is like being there on the field, rubbing shoulders with the stars. And drowning in the screams of thousands of fans.

PANA-IONIC 103" PLASMA ADVANTAGES:

- Full High Definition Panel for razor sharp images
- Best for fast moving images - no trail effect
- Excellent contrast in living room lighting conditions
- Gentle on the eyes and less visual fatigue
- Wide viewing angle for watching with family and friends

FULL HD 1080P
100% LEAD FREE
PURE PAPER

Now at an amazingly attractive price. Visit your nearest dealer for details.

Al-futtaim panatech



Panasonic Full HD 3D

Region/Country : Worldwide

Files : PANM1922_1.pdf/ PANM1922_2.pdf

vanouver 2010

Opening of the Olympic Games
in the Era of a New Vision

Panasonic will convey new sensations from
the Olympic Games with its latest screen technologies,
Full Hi Vision and FULL HD 3D.

Watch, shoot and store with Full Hi Vision
Panasonic's broadcast devices at the Olympic Stadium to convey the excitement of the Olympic Games and their excitement to the world.

Connect with Full Hi Vision
Panasonic's HD Camera Connection System, which allows unprecedented realism.

Watch with FULL HD 3D
The excitement of the games will be screened in 3-D images at the FULL HD 3D Theater set up in the City of Vancouver and Panasonic Center Tokyo.

Official Worldwide Olympic Partner

Panasonic



SEARS LUMIX Newspaper

Region/Country : Mexico

Files : PANM10881_1.jpg

Captura cada momento

DMC-FH6PU-K/P

DMC-SZ1PU-B/S

DMC-G3KPP-K

14.1 MEGAPICLS 5x 10x

16.1 MEGAPICLS 10x 20x HD VIDEO

LUMIX G LUMIX

www.LumixClubMexico

Panasonic Official Worldwide Olympic Partner




ADVERTISING MAGAZINE Professional AV

Region/Country : Mexico

Files : PANM1174_1.jpg



P2HD
Panasonic
ideas for life




Televisa Destino: Beijing 2008

Panasonic de México agradece a **Televisa** el haber confiado en la tecnología de video profesional DVCPRO P2 HD para fortalecer su equipo de producción de deportes y noticias durante los próximos Juegos Olímpicos de Beijing 2008.

Con DVCPRO P2 HD, **Televisa** contará con la mejor opción en sistemas de grabación de estado sólido, *tapeless* y sin mecanismo ni partes móviles, 100% de conectividad IT. Se trata de un formato robusto, confiable, versátil y de extraordinaria calidad de imagen, que ayudará a capturar la pasión de los Juegos Olímpicos en su máxima expresión.

Official Worldwide Olympic Partner



Panasonic de México
Tel. D.F. y área metropolitana: 5000-1200 Centro de Atención a Clientes: 01800 VIP PANA (01800 847 7262)
www.panasonic.com.mx



New basic graphic for Beijing 2008

Region/Country : Worldwide

Files : PANM1220_1.pdf

Sharing the Passion
 Capturing the Games' most inspiring moments,
 HDTV Technology from Panasonic.

Official Worldwide Olympic Partner

Sharing the Passion
 Capturing the Games' most inspiring moments,
 HDTV Technology from Panasonic.

Official Worldwide Olympic Partner

Sharing the Passion
 Capturing the Games' most inspiring moments,
 HDTV Technology from Panasonic.

Official Worldwide Olympic Partner

Sharing the Passion
 Capturing the Games' most inspiring moments,
 HDTV Technology from Panasonic.

Official Worldwide Olympic Partner



VIERA Advertisement

Region/Country : Malaysia

Files : PANM1303_1.jpg

Official Worldwide Olympic Partner
Panasonic

PY700 SERIES
 65 inch
 50 inch
 42 inch
 FULL HD CAPABILITIES

NEW PY800 SERIES
 50 inch
 42 inch
 FULL HD CAPABILITIES

NEW PV80/PV8 SERIES
 50 inch
 42 inch
 HD CAPABILITIES

NEW VIERA LCD LX80/LE8 SERIES
 37 inch
 32 inch
 HD CAPABILITIES

5 YEARS WARRANTY
APPLICABLE FOR PY800, PV80 AND PV8 SERIES ONLY.

FOR EVERY LIFESTYLE. FOR EVERY ASPIRATION.

Big, wide or state-of-the-art - there's a Panasonic VIERA TV to suit every lifestyle and living space. With its patented Motion Pattern Noise Reduction System that promises fast-motion image response for sharper images and lighting intensity that adjusts accordingly so it's less stressful for your eyes, the latest VIERA range of LCD and Plasma screens is sure to impress. Now that's an idea for the ultimate visual experience.

VIERA

INCLUDES:
 Motion Pattern Noise Reduction
 Motion Resolution
 Soft on the Eyes
 FULL HD 1080P
 100%
 High Contrast 1,000,000:1
 Long Life Panel 100,000 hours
 SDHC
 HDMI
 PC
 LEADER

Features may vary according to model.
<http://panasonic.com.my/Viera>
 Customer Care Centre : 03-5542 2288, Mon - Fri (9am - 5pm)



VEIRA Ad in July in Germany

Region/Country : Germany

Files : PANM1309_1.pdf

Olympia 2008 mit Panasonic. Geld für Deutschland!

MIT V-REAL-PRO-3 BILDERBESSERUNG

MEGA KONTRAST VON 500.000:1

GOLD BRINGT GELD!
10 EURO FÜR JEDE DEUTSCHE GOLDMEDAILLE.

Panasonic
Ideas for life

VOM 1.7. - 9.8. OLYMPIA-WOCHEN

Mehr Infos finden Sie unter
www.panasonic.de/olympiawochen

45%*
monatlich

16:9
format

UVP AB 1099,-
SIE SPAREN BIS ZU 200,-

4 PANASONIC-Plasma-TV
1099⁹⁰

Panasonic

1 PANASONIC-Plasma-TV
VTR-42X20RE
106-cm-42" Bildschirm im 16:9-Kinoformat. Auflösung: 1.024 x 768 P. HD-ready. Bildkontrast: 1.000.000:1. 100-Hz-Dynabild. S-Video, dynamischer Kontrast: 500.000:1. 20-Watt-Audioleistung mit Surround-Sound. Videotext-Level 2.5 mit 1.000-Sätzen-Spiel.

über. Eingebauter DVB-T-Zuner für digitales TV-Empfang. Anschl.: 3x HDMI, 2x SCART, 5 Video, DCS-in, Komponente, PC-Eingang, 2x S-Video, Audioeingang in Stereo, optischer Anschluss. Maße (B/H/T): 1020/562/9 cm. (D/R) mit Fuß: 32,7/72,7 cm. Gewicht: 20 kg. UVP € 1.099,-. Herstellernr. 6.352.005. Sie sparen € 200,-. Bestell-Nr. 491.654.72 € 1.099,00

2 PAN-42X20RE - wie zuvor, jedoch mit Full-HD-Auflösung: 1.920 x 1.080 Pixel. Dynamischer Kontrast: 1.000.000:1. Modell DVNR2: 1044/1042/9 cm. (D/R) mit Fuß: 32,7/72,7 cm. Gewicht: 30 kg. UVP des Herstellers € 1.399,-. Sie sparen € 200,-. Bestell-Nr. 491.883.73 € 1.199,00

GOLD BRINGT GELD!
10 EURO FÜR JEDE DEUTSCHE GOLDMEDAILLE.

*) Zum Beispiel in 24 Monatsraten. Gegen Aufschlag 2,99% pro Monat nur bei 24 Raten. UVP: 1.099,-. Preisvergleich: 1.299,-.

*) Zum Beispiel in 24 Monatsraten. Gegen Aufschlag 2,99% pro Monat nur bei 24 Raten. UVP: 1.099,-. Preisvergleich: 1.299,-.

*) Zum Beispiel in 24 Monatsraten. Gegen Aufschlag 2,99% pro Monat nur bei 24 Raten. UVP: 1.099,-. Preisvergleich: 1.299,-.

Panasonic

Besticht in brillanter Bildqualität

5 PANASONIC-Vero-Plasma-TV
VTR-37P2V
94-cm-Bildschirmdiagonale im 16:9-Kinoformat. HD-ready. 100-Dynabild. Bildverbesserung durch Progressive Scan, Bruchteilübertragung, 3-D-Komponenten. V-real: perfekte Farbdarstellung sowohl von analogem als auch von HD-Video. Aufklappung: 1.024 x 768. Bildkontrast: 8.000:1 mit max. 2.048 Contrasten u. bis zu 20 Millionen Farben. Ambient-Contrast: Mehrsprachiges OSD-Menü, Bildverbesserung, Top-View-Funktion mit 100 Sprachfunktionen.

Standard, Speicher, Hybridanschluss, 3RS-on-Touch-Funktion, Abschleiss u. a.: 2x SCART, 3x HDMI, S-Video, Chinch-AV. Maße (B/H/T) mit Fuß: ca. 81,7/59/44,6 cm, ohne Fuß: 71,7/59/42 cm. Gewicht: 25 kg. Stromverbrauch: 241 W bei Max. Stand-by < 0,7 W. UVP des Herstellers € 1.099,-. Sie sparen € 250,-. Bestell-Nr. 251.165.72 € 849,00

5 PANASONIC-Vero-Plasma-TV mit Full-HD-Auflösung: 1.920 x 1.080 Pixel. Dynamischer Kontrast: 1.000.000:1. Modell DVNR2: 1044/1042/9 cm. (D/R) mit Fuß: 32,7/72,7 cm. Gewicht: 30 kg. UVP des Herstellers € 1.399,-. Sie sparen € 200,-. Bestell-Nr. 749.542.88 € 99,00

45%*
monatlich

16:9
format

UVP 1099,-
SIE SPAREN 250,-

5 PANASONIC-Vero-Plasma-TV
849⁹⁰

Artikel mit dem Zeichen liefern wir auf Wunsch blitzschnell von heute auf morgen. (Nur Aufschlag bei Bestellung Mo. - Fr. bis 12 Uhr)



Panasonic Viera print Ad in Tahiti

Region/Country : Oceania Palau

Files : PANM1433_1.pdf

NOUVEAUTES 2008

Temps de réponse : 0.001 ms !
L'action comme vous ne l'avez jamais vue

VIERA

The VIERA contrast ratio is 1,000,000 : 1
This enormous contrast draws out the beauty of the stars.

MEGA contrast 1 000 000 : 1
Des images nettes et d'un noir profond

Plasma durée de vie prolongée : 100 000 heures
Écologique : Écran sans plomb , sans mercure

VIERA Link
SP
PC Entrée

Panasonic ideas for life
FULL HD 1080p
TH-42PY800 Full HD 106cm 299000F
TH-50PY800 Full HD 127cm 460000F

MADE IN JAPAN Haute qualité

Ets Catherine Aloï,
Avenue Prince Hinoï, à côté Hyper Brico. Tél : 54 00 80



Magazine(Air Canada)

Region/Country : Worldwide

Files : PANM1854_1.pdf

Sharing the Passion

The Vancouver 2010 Olympic Winter Games will be watched, recorded and preserved, with every moment of excitement and drama shared around the world. Panasonic will help make this possible with advanced full high vision technology that will bring the action directly into homes. So people everywhere can join in the spirit of competition, the joy of victory.

And this year, Panasonic will take its unique video technology into a new realm called Full HD 3D.

Official Worldwide Olympic Partner

panasonic.net/olympic



Humanfile for japan

Region/Country : Japan

Files : PANM1966_1.pdf/ PANM1966_2.ppt



世界中に届ける
オリンピックの感動を
先進の放送機器でサポートしていく。

アイデアは、思いから生まれる。
Human File 084 P2HD/P2
大西 浩志 (P2担当) 岡林 孝志 (P2担当)
大西 浩志 (P2担当) 岡林 孝志 (P2担当)

HD高画質で長時間収録、高速編集、
信頼力と耐久性を持ち合わせた「P2 HDカメラ」が
放送の現場に革命を起こした。

パナソニックは、20年以上にわたって、オリンピックの感動を映像
技術で支えてきた。競技場の大規模なカメラから、ご家庭のテレビ、さらには
放送の現場まで、オリンピック映像の高画質化に携わってきた歴史でもある。
■2004年パナソニックは世界初のP2カード記録による放送用
カメラを開発しました。カードはテープに比べデータの取り込みや
編集がスピーディで、しかも温度の影響を受けにくく、真冬の
現場下でもタフに使えます。さらに私たちは、フルHD放送に
よるオリンピックの感動を伝えるため、画質の進化に挑みました。
フレームの1コマ1コマに歪みをなく圧縮をかける新しい圧縮
技術を開発、放送用カメラのフルHD高画質化を実現したので、」
カード記録は、編集でも威力を発揮する。
■大規模な即時性が求められる放送の現場、だから、気軽にすばやく編集
作業ができる小型のレコーダーも、作業効率をさらにアップ
させました。P2カードのシステムは、放送の現場の質を革新し、
真冬の屋外などの過酷な現場でも、放送のプロ達
から信頼され、活躍しています。」
オリンピックを支える先進の映像技術。
それらはパナソニックのビデオ、
オーディオ、SDムービーなどに
確実に受け継がれている。



■P2インターバーで収録する
パナソニックの放送設備。



■オリンピック放送の中心として2004年6月の
カメラとレコーダーが採用、HD高画質の
感動を届ける。

■高画質収録、大容量を誇る
「P2カード」。



■P2カードの採用が実現した、高画質と大容量を
実現、消費電力が少なく、繰り返しレコー
ド可能な、放送現場も喜ぶ。

■高画質圧縮技術「AVC-Inttra」



■マスター映像を収録する高画質圧縮技術、
1フレームあたりのデータ量を削減することで、
720p-60fpsでの収録が可能。





Olympics Printed Ads for Panalat

Region/Country : Japan

Files : PANM10790_1.jpg


Panasonic
 Official Worldwide Olympic Partner



Panasonic
 se une a la emoción
 y alegría de los próximos
 Juegos Olímpicos

a celebrarse en Londres, y felicita a los atletas panameños,
 por el esfuerzo y dedicación demostrados al alcanzar su
 clasificación en este maravilloso evento.


 Panamá: 800 - PANA (7262)
www.panasonic.com.pa



Panasonic
 ideas for life



Ad. Print

Region/Country : Americas Guatemala

Files : PANM10833_1.xls

NewsPaper

Participa en la Quiniela Max
y gana con tu mejor jugada

Como solo se ve
5 sistemas de entretenimiento
a quepasarla y cómo en casa con Blu-ray

<p>CREAZ LCD 32" - Proveedor de DVD</p> <p>q3,799</p>	<p>FLASMA XV LCD 32" - 3 MENOS</p> <p>q6,299</p>	<p>LCD 37" 147" LCD 37" - 3 MENOS</p> <p>q6,549 q7,899 q10,699</p>
<p>q999</p>	<p>q7,999</p>	<p>WOWMAXA 3D LCD 37" - 3 MENOS</p> <p>q11,999</p>

Official Worldwide Olympic Partner
Panasonic

MAX
LO MÁXIMO

Participate in the Max football pools and win with your best shot. Win 5 entertainment system (super flat screen and home theater with Blu ray)

Estrena hoy con CREDIZAZ
¡AL CREDITO MAS RAPIDO Y FACIL, QUE NUNCA!

COMPRAR EN 12? PAGA EN 18 MESES

CUOTAS increíbles
Antes **q680** Ahora **q453**

CUOTAS increíbles
Antes **q380** Ahora **q188**

Official Worldwide Olympic Partner
Panasonic

la curacao
para vivir mejor

Take your chance today! With your CREDIZAZ, approved credit just in 15 minutes. Buy in 12 and pay in 18 months.



IP security camera

Region/Country : Korea

Files : PANM10874_1.jpg

수비왕이전의 名家

안심파나서비스로 한번 더 **꼭!**

panasonic's innovative service for someone who is finding simple and economic home security service. you can provide video live and alert to mobile phone.

보다 경제적이고 간편한 내집 보안서비스를 찾고계셨던 분들을 위해 파나소닉이 생각한 아주 획기적인 서비스! 이제, 한달 커피 한잔 값으로 한달동안 실시간 지켜보기와 스마트폰 침입경보 알림을 받을 수 있습니다. (한 달 서비스 이용료 기준, F카메라, 일부급 미포함)

스마트 모니터링 SMART MONITORING

안심파나서비스로 한번 더 꼭!

연령도 포괄 도발 현장을 촬영한 클로버 Nxi 보안카메라 브랜드의 제품

The Ansim pana service watching live and keeping

실시간으로 보여주고 지켜주는 안심파나서비스
침입 감지시 자동녹화와 스마트폰 실시간 알림

- 내아이 실시간 지켜보기
- 실시간 침입경지 알리기
- 유자면 실시간 지켜보기
- 사업장 실시간 지켜보기
- 애완동물 실시간 지켜보기
- 부모님 실시간 지켜보기

live observation using mobile phone
- 스마트폰 실시간 감시 -

파나소닉 코리아 (주) : 고객센터실 (02)533-8452 <http://panasonic.kr> 파나소닉 프라자 (종합 전시체험 판매장) (02)542-8452 **Panasonic Plaza**



Outdoor Advertisement for JAPAN

Region/Country : Japan

Files : PANM1179_1.ppt



Pop out effect of the swimmer created with the decoration of diving platform.



High Dive 10m



Data of 2007 provided by JVA will be inserted



ed



Challenge and set the world record. 8.95m



Dangerous! Please do not jump or run near the display.

Sand pool in a printed form.



Billboard design at Beijing Airport -Gold Package

Region/Country : People's Republic of China

Files : PANM1259_1.pdf/ PANM1259_2.pdf/
PANM1259_3.ppt/ PANM1259_4.pdf





LUMIX GX1 Outdoor Billboard

Region/Country : Hong Kong

Files : PANM10341_1.jpg/ PANM10341_2.jpg/
PANM10341_3.jpg/ PANM10342_1.jpg/
PANM10342_2.jpg



PANM10342.1



Artwork for outdoor signage

Region/Country : United Arab Emirates

Files : PANM10357_1.pdf

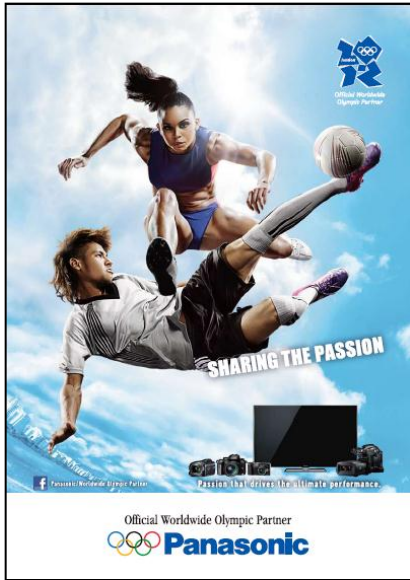




GOLD PACKAGE in London (Programme)

Region/Country : Great Britain

Files : PANM10594_1.pdf/ PANM10594_2.JPG/
PANM10594_3.JPG/ PANM10594_4.jpg/
PANM10594_5.JPG/ PANM10594_6.JPG/
PANM10594_7.jpg





London Olympics Branding Campaign 2012

Region/Country : Bangladesh, Brunei Darussalam, Cambodia, Myanmar, Singapore

Files : PANM10802_1.jpg/ PANM10802_2.jpg/ PANM10802_3.jpg/ PANM10802_4.pdf

Promotion campaign by customizing the global campaign image of athlete Neymar and Louise Hazel, to their own Asian version.

Panasonic Official Worldwide Olympic Partner **SMART VIERA**

Sharing the PassiOn

TH-L55WT50

Take in the Stunning Realism
Be in the midst of the action – watch the Olympic Games take place right in front of you. Smart VIERA TV delivers vivid images in such stunning realism it's as if you were right there at the venues of the Olympic Games. With the new VIERA Remote App, transfer contents between your mobile device and Smart VIERA TV to share exciting moments of the event. Indulge in the true spirit of the Olympics with Smart VIERA.

TH-L47ST50 TH-L47ST50 TH-L47ST5

Panasonic Singapore: 2 Jalan Kilang Barat, Panasonic Building, Singapore 153346. Tel: 6222 7222 Fax: 6299 1212. For details, visit www.panasonic.com.sg

Panasonic Official Worldwide Olympic Partner **Blu-ray 3D**

Sharing the PassiOn

SC-RT5583

Indulge in the Absolute Clarity
Hear the crowd cheer their support and share their passion for the Olympic Games. The 3D Blu-ray Home Theater System delivers sound with absolute clarity and pleases the eyes with its refined design and sophisticated beauty. From the Auto-Iter Digital Amplifier to Clean-Made Damping, every detail of the Olympics is replicated to transport your aural senses to the Olympic Games venue. Hear them, as if you were right there.

DMP-BDT320 SC-NC37 SC-HT5550

Panasonic Singapore: 2 Jalan Kilang Barat, Panasonic Building, Singapore 153346. Tel: 6222 7222 Fax: 6299 1212. For details, visit www.panasonic.com.sg

Panasonic Official Worldwide Olympic Partner **New-Generation System Cameras LUMIX G**

Sharing the PassiOn

LUMIX G1S

Capture the Essence of Passion
Imagine each defining moment recorded, every record-breaking event captured. With its LUMIX G Micro System's mirrorless structure that results in a more compact and lightweight body, the LUMIX G1S sets trailblazing standards to catch up to. From faster AF to easy Scene Guide for best results, capture more than the perfect shot. Capture the spirit of the Olympic Games.

LUMIX G1 LUMIX G1S LUMIX G LENS

Panasonic Singapore: 2 Jalan Kilang Barat, Panasonic Building, Singapore 153346. Tel: 6222 7222 Fax: 6299 1212. For details, visit www.panasonic.com.sg

Panasonic Official Worldwide Olympic Partner **SMART VIERA**

Sharing the PassiOn

TH-L55WT50

Experience the Spirit of the Olympic Games
This Olympic Games, you won't have to fly halfway around the world to immerse in the excitement of the event. With Panasonic's Olympics promotion, catch the action in the comfort of your home. Take in the stunning realism delivered by Smart VIERA TV while indulging in the crystal clear sounds produced by our 3D Blu-ray Home Theater System. Capture the essence of the Olympic Games with LUMIX. It will be as if you were right there.

Share the Spirit of the Olympic Games
Experience the spirit of the Olympic Games with LUMIX. It will be as if you were right there.

Promotion Starts from 28 June to 12 August 2012



Outdoor billboard / Indoor signs

Region/Country : Middle East

Files : PANM10915_1.jpg / PANM10915_2.jpg / PANM10915_3.jpg /
PANM10915_4.jpg / PANM10915_5.jpg / PANM10915_6.jpg /
PANM10915_7.jpg / PANM10915_8.jpg / PANM10915_9.jpg /
PANM10915_10.jpg / PANM10915_12.jpg /
PANM10915_102jpg / PANM10915_13.jpg /

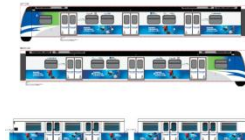
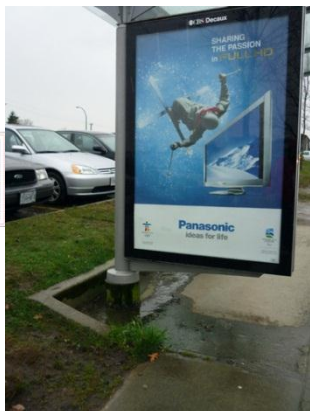




Graphics for Gold Package and Hospitality Buses

Region/Country : Canada

Files : PANM1745_1.ppt





IOC logo on our trucks

Region/Country : Japan

Files : PANM1866_1.JPG

Truck for products transportation with Olympic Logo.



Panasonic Olympic Marketing Case Study Book

Model Cases

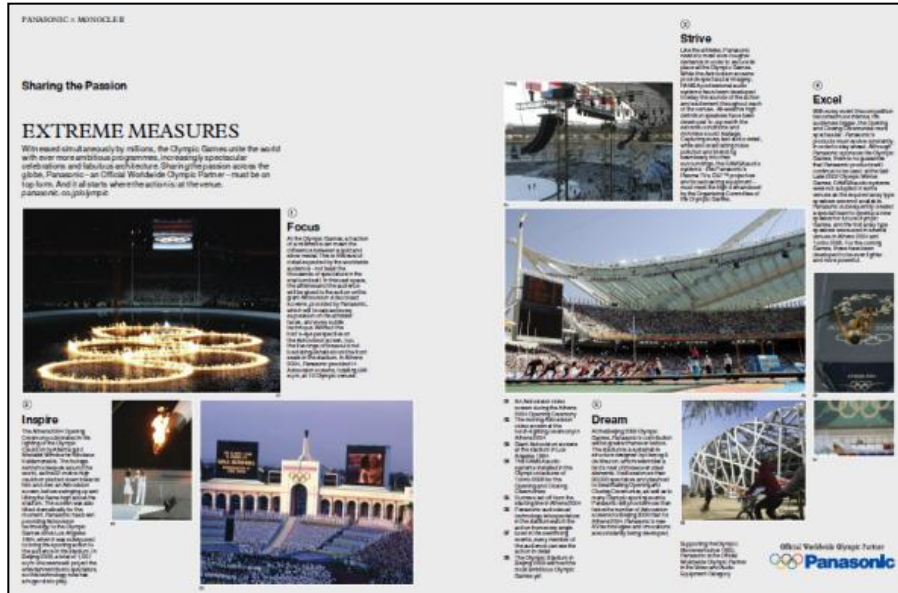
PR



Monocle 2nd issue (3rd / 4th/ 5th/14th/ 16th)

Region/Country : Worldwide

Files : PANM0350_1.pdf/ PANM0350_2.pdf/
PANM0350_3.pdf/ PANM0350_4.pdf/
PANM0350_5.pdf/ PANM0350_6.pdf



2nd issue



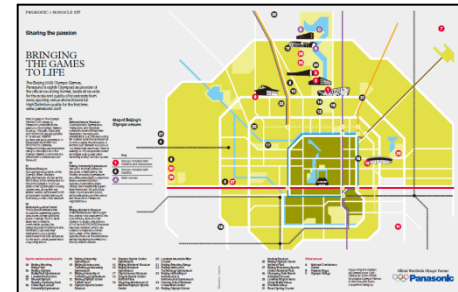
3rd issue PANM0372.1



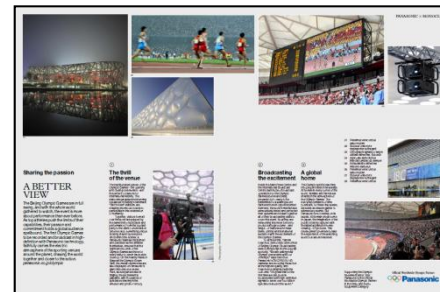
4th issue PANM0392.1



5th issue PANM0408.1



14th issue PANM1089.1



16th issue PANM1412.1



Magazine editing tie-up anan for JAPAN

Region/Country : Japan

Files : PANM1233_1.pdf/ PANM1233_2.ppt



Tie up project with magazine “an an”

From the Opening Ceremony, events, to the performance of the Japanese delegation.....
Use Link to VIERA and enjoy the Olympic Games to the fullest like never before.

The Beijing 2008 Olympic Games is just two months away. With Link to VIERA, you can change your living room into the Olympic Stadium.



Use DIGA's full high vision, and record it all!
There is one hour time difference between Japan and Beijing. Since the Olympic Games will be held during the day time, why not use the timer recording when you are at work or school?

Great things about DIGA:

- Fluid motions with improvement in technology.
- Longest recording time with high resolution.
- Timer recording made simple with program list divided into categories.

Topic on the Beijing 2008 Olympic Games:

Three events that are a must-see:

- Synchronized Swimming (8/18-)
- Rhythmic Gymnastics (8/21-)
- Gymnastics (8/9-)

Designation or IOC composite Logo will be added on this page.



Magazine GP for JAPAN

Region/Country : Japan

Files : PANM1786_1.ppt/ PANM1786_2.pdf

This is an editorial tie-up to appear a magazine slated for release this November.

Why "VIERA" by Panasonic is the best choice for watching the Olympic Games

The article contains information regarding VIERA's features and plasma panel.



Panasonic's IOC designation logo will be added to the article ("Official AV Equipment partner").

Explanation of the link feature that allows a home theater rack (TV stand), digital cameral and video camera to be hooked up to a VIERA TV effortlessly

VIERA's link feature with home theater racks put viewers right in the middle of the action





Magazine BS for JAPAN

Region/Country : Japan

Files : PANM1787_1.ppt/ PANM1787_2.jpg/
PANM1787_3.jpg

Manuscript for editorial tie-up to appear in magazine



"GH1" digital camera features

This is a chat between Tsuchiharu Ogiwara, who represented Japan at the Nagano 1998 Olympic Winter Games as a nordic combined skier, and Noriko Fukushima, a candidate to represent Japan in the ski cross event at the Vancouver 2010 Olympic Winter Games.

This article discusses the appeal of ski cross, which will make its debut as an official event in the Olympic Games, as well as the features offered by Panasonic's digital cameras.



Size variation

This is a chat between Tsuchiharu Ogiwara, who represented Japan at the Nagano 1998 Olympic Winter Games as a nordic combined skier, and Noriko Fukushima, a candidate to represent Japan in the ski cross event at the Vancouver 2010 Olympic Winter Games.

This article discusses the appeal of ski cross, which will make its debut as an official event in the Olympic Games, as well as the features offered by Panasonic's digital cameras.



magazine tie-up TVGIDE for JAPAN

Region/Country : Japan

Files : PANM1821_1.ppt/ PANM1821_2.pdf/
PANM1821_3.pdf

This is a magazine tie-up advertisement for Panasonic.



Enjoy the Vancouver 2010 Olympic Winter Games with Panasonic!

A guide to watching the Games by former nordic combined skier Tsuguharu Ogiwara

Use the DIGA recorder to record and watch events featuring the highly-anticipated performance of Japanese participants.



The secret to enjoying the Olympics x8!

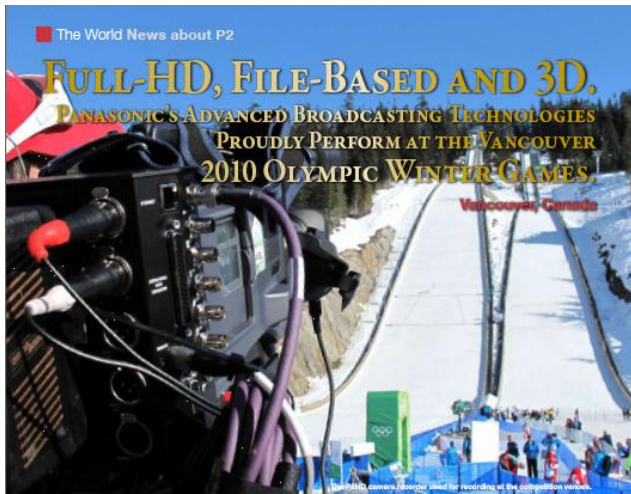
- (1) High-speed events can also be viewed in high fidelity
- (2) The hard disk boasts a large storage capacity
- (3) Overlapping sub-programming can also be recorded
- (3) The recording timer can be set up to 1 month in advance



Urgent!! revised PANM2019 HULL HD3D News

Region/Country : Worldwide

Files : PANM2027_1.pdf



From February 12 through February 28, 2010, approximately 6,500 athletes and team officials in total from 82 countries and regions worldwide — marking a new all-time record — participated in the Vancouver 2010 Olympic Winter Games. The 17-day event was filled with the thrills and excitement of world-class competition. Since the International Olympic Committee (IOC) launched The Olympic Partner (TOP) program at the Calgary 1988 Olympic Winter Games, Panasonic has contributed to the Olympic Movement as a TOP sponsor in the audio and visual fields for over 20 years. As a TOP sponsor for the Vancouver 2010 Olympic Winter Games, Panasonic delivered and installed more equipment than in any of the Olympic Winter Games that we previously participated in. With the cooperation of the IOC, the Vancouver Organizing Committee (VANOC), and Olympic Broadcasting Services Vancouver (OBSV), a wide range of HD devices were installed in various locations — from competition venues to broadcasting



3 Beyond / Issue 13

sites — to ensure the success of the first-ever “HD Olympic Winter Games.” Two FULL HD 3D Theatres were also constructed at the Panasonic Pavilion, in the outdoor celebration site, allowing thousands of visitors to experience the excitement of FULL HD 3D images. Through these historic activities, Panasonic proudly raised the curtain on an entirely new generation of Olympic broadcasting equipment technology.

Full-HD Images and a File-Based Workflow Debut at the Olympic Winter Games

The Vancouver 2010 Olympic Winter Games were the first Winter Olympic Games ever to use the HD format for recording and producing all official images, making it an historic “HD Olympic” event. Images distributed from the International Broadcast Centre (IBC) to domestic and international broadcasting stations, as well as those shown on the displays at the venues themselves, were all HD. DVCPRO HD was used as the official video format, and the P2HD Series was used as the official video equipment. The excellent reliability of its memory card media captured the compelling competition that took place on ice and snow in truly natural, lifelike images. A wide range of



Panasonic HD devices for broadcast use, including digital VTRs and LCD monitors, were also delivered to the IBC. Olympic Broadcasting Services Vancouver (OBSV) used the Olympic News Channel (ONC) to provide a steady stream of images showing both the Olympic competition and local Vancouver sights to broadcasting stations, all from P2HD camera recorders. The entire workflow, from image production to distribution, was handled using P2HD files recorded with a DVCPRO HD codec, thereby providing smooth, speedy images without any need for format conversion.

Next-Generation Olympic Games Broadcasts at FULL HD 3D Theatres

The Panasonic Pavilion was housed inside of Yaletown LiveCity, an outdoor celebration site, in downtown Vancouver. Here, two FULL HD 3D Theatres complete with 103-inch 3D-compatible plasma displays showed the Opening Ceremony and competition highlights in exciting FULL HD 3D*.

The Panasonic Pavilion also included a FULL HD 3D Total Solution exhibition, which introduced the comprehensive power of Panasonic’s FULL HD 3D technology, extending from image

production to editing, and an Eco Corner that displayed Panasonic’s contributions to the environmentally conscious “Green Olympic Games,” and the company’s overall environmental activities. Here, Panasonic efforts in 3D technology and environmental conservation were presented in a variety of exhibits. Of the total Olympic Games attendance of more than 200,000 visitors, approximately 54,000 people experienced the FULL HD 3D Theatre.

IOC President Jacques Rogge also visited the Panasonic Pavilion on February 26, and viewed the FULL HD 3D Theatre, Eco Corner, and HD Video Conference System. After experiencing Panasonic’s advanced technologies and environmental activities, Mr. Rogge expressed his gratitude for the company’s contributions to the Olympic Games.

*Highlight videos of 2010 Winter Games screened in the full HD 3D theatre are sourced from the International Olympic Committee. The theatre has been developed in cooperation with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), the City of Vancouver and Canada’s Olympic Broadcast Media Consortium, the official Canadian broadcaster of the 2010 Winter Games.

Beyond / Issue 13 4



Urgent! Viera Newspaper Ad

Region/Country : People's Republic of China

Files : PANM1466_1.ppt

Official Logo (Chinese)

Official Logo (Chinese)

Beijing 2008 Olympic games slogan. (One World One Dream)

Official Logo (Chinese)

Official Logo (Chinese)

All Contents explain VIERA feature

Registration Number



[urgent]CSR introduction leaflet with Olympic Logo

Region/Country : People's Republic of China

Files : PANM0819_1.ppt

CSR 的活动

松下电器创业以来，提出“企业是社会的公器”经营理念，并一直将之作为公司所有事业活动的出发点。在经济、环境、社会三个层面(Triple-Bottom-Line)平衡地开展事业活动，行使自己的责任，乐于接受社会的评价，并每年将自己的活动成果以社会/环境报告书的形式公诸于世，接受中国政府和广大消费者的指导和监督。今后仍将广泛地关注社会性课题，积极开展CSR活动，把自己的公司打造成受中国社会认可的，受广大消费者信赖和爱戴的企业。

携手奥运会20年

为了更好地实现长期以来秉承的“通过文化体育活动对社会做贡献”这一公益理念，多年来，松下致力于通过体育运动推进世界和平，与奥运精神保持一致。松下电器不仅是一个技术方面的合作者，同时参与了奥运会相关的多项社会公益活动。松下赞助奥运会的20多年，也是松下“不断的技术革新”的20年。松下作为TOP(The Olympic Partner)赞助商，从卡尔加里到都灵，每一届奥运会中，都活跃着松下领先科技，令全球热爱奥运会的观众，都能感受到超越以往的影响感动。松下电器已签订了2009年到2016年奥运会全球正式合作伙伴协议(TOP VII · VIII)。在即将到来的2008年北京奥运会，将有更多更新的、基于尖端科技的松下高品质产品，应用在奥运影像传播中，确保奥运转播水准得以大幅提升，为表演活动营造出激情澎湃的气氛，为全球观众带来全新感动!

Panasonic的奥运会赞助活动史——松下电器已成功支持以下奥运会

冬季奥运会	夏季奥运会	冬季奥运会	夏季奥运会
1988 卡尔加里 Calgary '88	1988 汉城	1992 阿尔维尔 ALBERTVILLE	1992 巴塞罗那
1994 利勒哈默尔 Lillehammer '94	1996 亚特兰大	1998 长野 NAGANO	2000 悉尼 Sydney 2000
2002 盐湖城 SALT LAKE 2002	2004 雅典 ATHENS 2004	2006 都灵 TORINO 2006	2008 北京 Beijing 2008

Translation see the next page

Go with Olympic for 20 years

We use OCOG logo for each Olympic Games without designation, but we have added a sentence “Panasonic history—has successfully supported below Olympic Games”, this way is all right and got approval in the past.



Panasonic guide brochette for JAPAN

Region/Country : Japan

Files : PANM0832_1.ppt/ PANM0832_2.pdf/
PANM0832_3.pdf

The front Site



A-1

A-3

A-4

A-2

The back Site

Beijing 2008 Olympic Games
Panasonic Guide

Beijing 2008 Olympic Games
Let's introduce competitions and highlights that the Japanese pays much attention to.

Baseball
The gold medal of the earnest wish.
The past results of the Japanese team and Expectation to the Beijing 2008 Olympic Games

Judo
Guts and the ability of the head family.
A tendency of the recent judo

Football
Break through a preliminary.
The past results of the Japanese team and Expectation to the Beijing 2008 Olympic Games

Artistic Gymnastics
Men's team competition, Expectation to a straight victory
The past results of the Japanese team and Expectation to the Beijing 2008 Olympic Games

Wrestling
Women's team is a medal rush
An event and a match method of the wrestling

Swimming
Reproduce excitement of the Athens Olympic Games
The introduction of the event that Japan can expect

Athletics
Let's expect it to three straight victories of the women's marathon
The introduction of the marathon course

Sailing
Attention to the 470th grade
The introduction of the event that Japan can expect

Softball
Successful conclusion by a gold medal
The past results of the Japanese team and Expectation to the Beijing 2008 Olympic Games

Equestrian
Attention to the skill that a player uses to form a harmonious one with a horse
The introduction of the equestrian event

B-1

B-2

Watch the moving and exciting the Beijing 2008 Olympic Games on "VIERA"! Record it on "DIGA"!

Beijing 2008 Olympic Games
Panasonic Guide

The front Site

Enjoy watching a lot of moving & exciting the Beijing 2008 Olympic Games brings on VIERA with the Digital High-vision broadcast and record it on DIGA!

Introduction of Panasonic products and the explanation of how to use



A-3

A-4



Readiness Guide

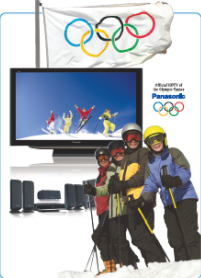
Region/Country : United States of America

Files : PANM1027_1.doc/ PANM1027_2.pdf/ PANM1027_3.pdf

Sweepstakes

Get Your Family Ready Sweepstakes

Your family could win a VIERA® HDTV, a Panasonic Full HD Blu-ray Disc™ Theater, and VIP trip to the Vancouver 2010 Olympic Winter Games!



Grand Prize

- One family will win
- A VIP trip for 4 to Vancouver 2010 Olympic Winter Games
- 1P VIERA HDTV and HDTV
- Panasonic Full HD Blu-ray Disc Theater

Enter the Sweepstakes and you could also win these great prizes:



Six Second Prizes

- 1P VIERA HDTV
- Panasonic Full HD Blu-ray Disc Theater



100 Third Prizes

- Starting April 30th, with 100 days to go until the start of the Olympic Games, 100 prizes of Panasonic Olympic Games pin will also be awarded!

For full rules and to enter the sweepstakes, head to panasonic.com/olympics

Play It on Panasonic

Play Mario & Sonic at the Olympic Games™ on a VIERA® HDTV



Beat your family, friends, and even former Olympic athletes in the 100th Anniversary for the chance to win great Panasonic prizes!

Gold medal prize

- 1P VIERA HDTV
- Panasonic Full HD Blu-ray Disc Theater
- Mario & Sonic at the Olympic Games

Silver medal prize

- Panasonic HD camcorder and a high capacity SD card

Bronze medal prize

- Panasonic Blu-ray Disc player

- Competitors with the next 27 highest scores will win Panasonic SD headphones.



Check locations and schedule at panasonic.com/olympics

Panasonic Mobile Tour

Panasonic Mobile Tour

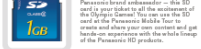
Visit the Panasonic Mobile Tour and experience the full line of VIERA HDTV, Panasonic Blu-ray Disc Theater, and more!

Prepare: Check out the full line of Panasonic VIERA HDTV, experience the power of Panasonic home theater systems and Blu-ray Disc™ players, and try out the Panasonic SD camcorder.

Complete: Pick, Share & Save at the Olympic Games™ on a VIERA HDTV for the chance to win great prizes.

Win

Score the Gold: Your Family Ready Sweepstakes and your family could win one of over 100 prizes including VIERA HDTV and a VIP trip to the Vancouver 2010 Olympic Winter Games!



FREE SD Card!

Get a FREE SD memory card from a Panasonic brand camcorder... the SD card is your ticket to all the excitement of the Olympic Games! You can use the SD card at the Panasonic Mobile Tour to capture and share your own memories and get the chance to win one of the 100 prizes of the Panasonic SD products.



FREE Collectible Olympic Games Pin

Get a FREE Limited Edition Panasonic Olympic Games Pin from a Panasonic brand camcorder. This collectible pin is available exclusively on the Panasonic Mobile Tour.

Check locations and schedule at panasonic.com/olympics

For full information, visit panasonic.com/olympics

Panasonic ideas for life

Get your family ready for the first HD Olympic Games

Readiness Guide



Events



This summer, an Olympic family of more than 10,500 athletes will gather in Beijing to compete in 302 events across 28 sports. Is your family ready to watch them?

Get ready to watch the 2008 Olympic Games with these Panasonic products:

FIELD HOCKEY
Panasonic's new Field Hockey TV set is a necessary sports in the United States. Field Hockey is played primarily in Canada, but it is also played in the United States. In fact, the United States has a national field hockey team. The United States national field hockey team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

TABLE TENNIS
Table tennis is a popular sport in many countries. It is a fast-paced game that can be played by people of all ages. The United States national table tennis team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

WATER POLO
Water polo is a team sport that is played in shallow water. It is a fast-paced game that can be played by people of all ages. The United States national water polo team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.



FENCING
Fencing is a sport that involves the use of a sword. It is a fast-paced game that can be played by people of all ages. The United States national fencing team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

THE MARATHON
The marathon is a long-distance running race. It is a fast-paced game that can be played by people of all ages. The United States national marathon team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

SHUTTLEBUTTERFLY
Shuttle butterfly is a sport that involves the use of a shuttlecock. It is a fast-paced game that can be played by people of all ages. The United States national shuttle butterfly team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

GREY-OSSEAN WATER polo
Grey-Ossean water polo is a sport that involves the use of a water polo ball. It is a fast-paced game that can be played by people of all ages. The United States national grey-Ossean water polo team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

OFFICIAL MASCOTS: PING PONG
Ping pong is a sport that involves the use of a ping pong ball. It is a fast-paced game that can be played by people of all ages. The United States national ping pong team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

OFFICIAL MASCOTS: FIGURE SKATING
Figure skating is a sport that involves the use of ice skates. It is a fast-paced game that can be played by people of all ages. The United States national figure skating team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

OFFICIAL MASCOTS: JUDO
Judo is a sport that involves the use of a judo gi. It is a fast-paced game that can be played by people of all ages. The United States national judo team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

OFFICIAL MASCOTS: KARATE
Karate is a sport that involves the use of a karate gi. It is a fast-paced game that can be played by people of all ages. The United States national karate team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

OFFICIAL MASCOTS: TAE KWON DO
Tae kwon do is a sport that involves the use of a tae kwon do gi. It is a fast-paced game that can be played by people of all ages. The United States national tae kwon do team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

Location



In the time since Beijing was awarded the Olympic Games, over 10,000 people across the city and the entire world have gathered in Beijing, China, to watch the Olympic Games.

THE BIRD'S NEST
The Bird's Nest is a stadium that was built for the Olympic Games. It is a fast-paced game that can be played by people of all ages. The United States national bird's nest team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

THE WATER CUBE
The Water Cube is a stadium that was built for the Olympic Games. It is a fast-paced game that can be played by people of all ages. The United States national water cube team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

THE BEIJING NATIONAL STADIUM
The Beijing National Stadium is a stadium that was built for the Olympic Games. It is a fast-paced game that can be played by people of all ages. The United States national Beijing National Stadium team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

THE BEIJING NATIONAL AQUATIC CENTER
The Beijing National Aquatic Center is a stadium that was built for the Olympic Games. It is a fast-paced game that can be played by people of all ages. The United States national Beijing National Aquatic Center team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

THE BEIJING NATIONAL GYMNASIUM
The Beijing National Gymnasium is a stadium that was built for the Olympic Games. It is a fast-paced game that can be played by people of all ages. The United States national Beijing National Gymnasium team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

THE BEIJING NATIONAL ICE SKATING CENTER
The Beijing National Ice Skating Center is a stadium that was built for the Olympic Games. It is a fast-paced game that can be played by people of all ages. The United States national Beijing National Ice Skating Center team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

THE BEIJING NATIONAL BASKETBALL GYMNASIUM
The Beijing National Basketball Gymnasium is a stadium that was built for the Olympic Games. It is a fast-paced game that can be played by people of all ages. The United States national Beijing National Basketball Gymnasium team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

THE BEIJING NATIONAL VOLLEYBALL GYMNASIUM
The Beijing National Volleyball Gymnasium is a stadium that was built for the Olympic Games. It is a fast-paced game that can be played by people of all ages. The United States national Beijing National Volleyball Gymnasium team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

Equipment



In many cases, it takes more than just skills, speed, and strength to win medals and break records in the Olympic Games. Athletes must also use the right equipment.

BIKE RACING
Bike racing is a sport that involves the use of a bicycle. It is a fast-paced game that can be played by people of all ages. The United States national bike racing team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

BIKE CROSSING
Bike crossing is a sport that involves the use of a bicycle. It is a fast-paced game that can be played by people of all ages. The United States national bike crossing team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

BIKE JUMPING
Bike jumping is a sport that involves the use of a bicycle. It is a fast-paced game that can be played by people of all ages. The United States national bike jumping team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

BIKE SPEEDWAY
Bike speedway is a sport that involves the use of a bicycle. It is a fast-paced game that can be played by people of all ages. The United States national bike speedway team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

BIKE TRACK
Bike track is a sport that involves the use of a bicycle. It is a fast-paced game that can be played by people of all ages. The United States national bike track team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

BIKE ROAD
Bike road is a sport that involves the use of a bicycle. It is a fast-paced game that can be played by people of all ages. The United States national bike road team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

BIKE MOUNTAIN
Bike mountain is a sport that involves the use of a bicycle. It is a fast-paced game that can be played by people of all ages. The United States national bike mountain team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

BIKE BMX
Bike BMX is a sport that involves the use of a bicycle. It is a fast-paced game that can be played by people of all ages. The United States national bike BMX team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

Products



Your family must have the right equipment to experience all the excitement and drama of the first Olympic Games broadcast in high definition.

FULL HD BLU-RAY DISC™ THEATER
The Full HD Blu-ray Disc Theater is a product that was built for the Olympic Games. It is a fast-paced game that can be played by people of all ages. The United States national Full HD Blu-ray Disc Theater team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

BLU-RAY DISC PLAYERS
Blu-ray Disc players are products that were built for the Olympic Games. They are fast-paced games that can be played by people of all ages. The United States national Blu-ray Disc players team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

HIGH DEFINITION CAMCORDER
High definition camcorders are products that were built for the Olympic Games. They are fast-paced games that can be played by people of all ages. The United States national high definition camcorders team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

HIGH DEFINITION TV
High definition TVs are products that were built for the Olympic Games. They are fast-paced games that can be played by people of all ages. The United States national high definition TVs team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

HIGH DEFINITION MONITOR
High definition monitors are products that were built for the Olympic Games. They are fast-paced games that can be played by people of all ages. The United States national high definition monitors team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

HIGH DEFINITION SPEAKER
High definition speakers are products that were built for the Olympic Games. They are fast-paced games that can be played by people of all ages. The United States national high definition speakers team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

HIGH DEFINITION HEADPHONE
High definition headphones are products that were built for the Olympic Games. They are fast-paced games that can be played by people of all ages. The United States national high definition headphones team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.

HIGH DEFINITION EARPHONE
High definition earphones are products that were built for the Olympic Games. They are fast-paced games that can be played by people of all ages. The United States national high definition earphones team has been ranked number one in the world since 1994, winning 10 gold medals in 16 world championships.



PDP installation for Beijing games

Region/Country : Worldwide

Files : PANM1491_1.pdf

Panasonic
ideas for life

Official Product
Official Sponsor

Panasonic displays were highly acclaimed at the Beijing Olympics. We are now committed to working equally hard to recreate the same high marks in the Vancouver 2010 and London 2012 Olympic Games.

Plasma Display Installation Examples at the Beijing 2008 Olympic Games

The Panasonic 1080p Full-HD Professional Plasma Display Lineup

Panasonic

IBC Examples

Panasonic installed plasma displays in the Master Control Room of the IBC for the first time ever.

The IBC (International Broadcasting Center) served as the central hub for all international broadcast signals. Its 100-inch displays were used to monitor the live coverage of the Olympic Games. Each display was connected to a dedicated server, and the entire system was controlled by a central computer system. The displays were arranged in a grid pattern, providing a comprehensive view of the Olympic Games.

The large plasma display was chosen for its superior image quality, high contrast ratio, and long life span. It also offered excellent color reproduction, which was essential for capturing the vibrant colors of the Olympic Games. The displays were also easy to install and maintain, making them an ideal choice for the IBC.

100-inch displays **100-inch displays**

A Look at the IBC

The IBC was a massive facility, housing all the international broadcast operations for the Olympic Games. It was a state-of-the-art facility, equipped with the latest technology and infrastructure. The IBC was a key component of the Olympic Games, and its success was a testament to the power of Panasonic plasma displays.

System Outline

100-inch Plasma Display (100-inch)

100-inch Plasma Display (100-inch)

100-inch Plasma Display (100-inch)

IBC Examples **Broadcast Booth Examples**

Plasma displays relayed real-time visual information

Panasonic plasma displays at work in each country's broadcast booth.

Plasma displays relayed real-time visual information from the Olympic Games to the broadcast booth. The displays were used to monitor the live coverage of the Olympic Games, and they provided a clear and accurate view of the action. The displays were also easy to install and maintain, making them an ideal choice for the broadcast booth.

Panasonic plasma displays at work in each country's broadcast booth. The displays were used to monitor the live coverage of the Olympic Games, and they provided a clear and accurate view of the action. The displays were also easy to install and maintain, making them an ideal choice for the broadcast booth.

CCTV China Center Technology

The CCTV China Center Technology is a state-of-the-art facility, equipped with the latest technology and infrastructure. The CCTV China Center Technology is a key component of the Olympic Games, and its success is a testament to the power of Panasonic plasma displays.

Main Press Center Examples **Sponsor Showcase Examples**

Supplying up-to-the-minute information to world journalists and camera operators at the Main Press Center.

Panasonic plasma displays were used in the sponsor showcase as well.

The Main Press Center (MPC) was a massive facility, housing all the international broadcast operations for the Olympic Games. It was a state-of-the-art facility, equipped with the latest technology and infrastructure. The MPC was a key component of the Olympic Games, and its success was a testament to the power of Panasonic plasma displays.

The large plasma display was chosen for its superior image quality, high contrast ratio, and long life span. It also offered excellent color reproduction, which was essential for capturing the vibrant colors of the Olympic Games. The displays were also easy to install and maintain, making them an ideal choice for the MPC.

A Look at the MPC

The MPC was a massive facility, housing all the international broadcast operations for the Olympic Games. It was a state-of-the-art facility, equipped with the latest technology and infrastructure. The MPC was a key component of the Olympic Games, and its success was a testament to the power of Panasonic plasma displays.



London 2012 Special Report vol.1

Region/Country : Worldwide

Files : PANM10433_1.pdf/ PANM10433_2.docx

Panasonic
ideas for life

Panasonic AV Security Equipment System Playing a Key Role in the International City of London at the London 2012 Olympic Games

The city of London draws constant attention from a broad range of industries, businesses and cultures ranging from finance and economics to sports and music. London is a global destination for both business and leisure travellers and the city is world leading in terms of the number of operational AV, surveillance and security equipment systems. Panasonic is already well underway with its installation of a state of the art AV security and surveillance equipment system at the venues of a special event to take place in London in 2012 – the 30th Olympic Games. By delivering a system, rather than single units of equipment, Panasonic will provide an entire network that will streamline London 2012 venue operations and deliver the clearest pictures transmitted in the most efficient way. Panasonic's systems have met and exceeded the needs specified for a high quality surveillance system required for the greatest sporting event on earth in one of the most keenly security aware cities on the planet.

LONDON 2012
Special Report Vol.1

Introduction to Panasonic's i-PRO SmartHD the 20th Olympic Games (London 2012)

"Securing Venue Success"

Panasonic will take a pivotal role in securing a large number of the Olympic venues with the expertise as a trusted AV security equipment manufacturer as well as a system solutions provider moving beyond hardware supply alone. Panasonic will also take the challenge of assembling, configuring and testing AV security equipment systems in advance of delivery to the venues ensuring that everything will be ready for the Opening Ceremony and the start of the Olympic Games in July.

▲ Equipment Assembly ▲ Testing & Configuration

Models

i-PRO SmartHD series
Outdoor-housing combination network camera

High-resolution zoom, high-precision pan/tilt outdoor model

i-PRO SmartHD series
Megapixel network camera

Built-in 1.3-megapixel high-sensitivity 1/3-inch MOS sensor network camera

What's i-PRO SmartHD?

Panasonic introduced i-PRO SmartHD surveillance technology in May 2010, today the company provides a full range of solutions that have an intelligent balance of reduced power consumption, realistic IP network data traffic and extremely high quality Full-HD images.

Olympic Venue Map

■ Out of London venue ● Football ○ Sailing

London venue

- Shooting
- Archery
- Judo, Table Tennis, Boxing, Fencing, Taekwondo, Weightlifting
- Mountain Bike
- Archery
- Athletics, Basketball, Diving, Handball, Cycling – BMX, Cycling – Track, Swimming, Hockey, Synchronised Swimming, Water Polo
- Canoe Slalom
- Volleyball
- Cycling – Road
- Rowing, Canoe Sprint
- Triathlon, Marathon Swimming
- Beach Volleyball
- Football
- Basketball, Artistic Gymnastics, Trampoline
- Tennis
- Equestrian events – Jumping, Dressage, Eventing
- Athletics

▲ Olympic Map is not a representative of actual covered by Panasonic security equipment systems.

VOICE London Olympic Games and Panasonic's AV security equipment system

Panasonic System Communications Company Europe, System Solutions Centre,
Justin Harrison & Michael Lang

Working Hand in Hand to Provide a Security Solution

By utilising the combined efforts and experience of Panasonic's System Solutions Centre and Engineering Centre, Panasonic are able to design and deploy a working solution to secure a large number of venues with a constantly changing schedule and limited time frame. By completing these essential tasks prior to delivery to the venue, modular components are pre-assembled and verified to ensure rapid on-site deployment.

Towards The Secure Success of The London 2012 Olympic Games

"The key to meeting this new challenge is that we have a system solution centre and engineering centre close to London. The Olympic Games Security Overlay Project is characterised by its continual variations of requests and equipment needs, delivery schedules and many other special restrictions. As we perform this tough project and help deliver a successful, safe and enjoyable games time, I am sure that we can accumulate knowledge and utilise the experience in other security projects throughout Europe. We have 6 months until the Opening Ceremony. We still have many challenges to resolve and have much work to do ahead of us, but we will work together closely and certainly be fully prepared by games time." Commented Dr Michael Lang, General Manager, System Solutions Centre, PSCEU.

Other Example

The Velodrome is the most sustainable venue in the Olympic Park made with materials including wood certified by the Forest Stewardship Council on the track and structural cladding and a 100% naturally ventilated system. Olympic cyclists were consulted during the design process to ensure that the best conditions for athletes will be delivered in the Velodrome which will have a total of 6000 ip/castor seats.

Panasonic System Networks Co., Ltd.



CNN advertorial 103inch

Region/Country : Worldwide

Files : PANM0533_1.mov





Final cut of CNN Vignette (Panasonic Youth 2)

Region/Country : Worldwide

Files : PANM1192_1.mov





Final Cut of CNN Vignette (Panasonic Green 1)

Region/Country : Worldwide

Files : PANM1193_1.mov





Final Cut of CNN Vignette (Panasonic Broadcast 1)

Region/Country : Worldwide

Files : PANM1194_1.mov





Final Cut of CNN Vignette (Panasonic Venue 1)

Region/Country : Worldwide

Files : PANM1195_1.mov





ESPN Olympic Segment

Region/Country : Bangladesh, Brunei Darussalam,
Cambodia, Myanmar, Singapore

Files : PANM1313_1.jpg





radio slogan with Olympic designation

Region/Country : People's Republic of China

Files : PANM1072_1.mp3



Panasonic Olympic Marketing Case Study Book

Model Cases

Event



inflatables with mascots shape

Region/Country : Asia / Mongolia

Files : PANM0293_1.JPG





Quiz panel with Olympic element

Region/Country : People's Republic of China

Files : PANM0738_1.ppt

Facade of Quiz panel



back of Quiz panel



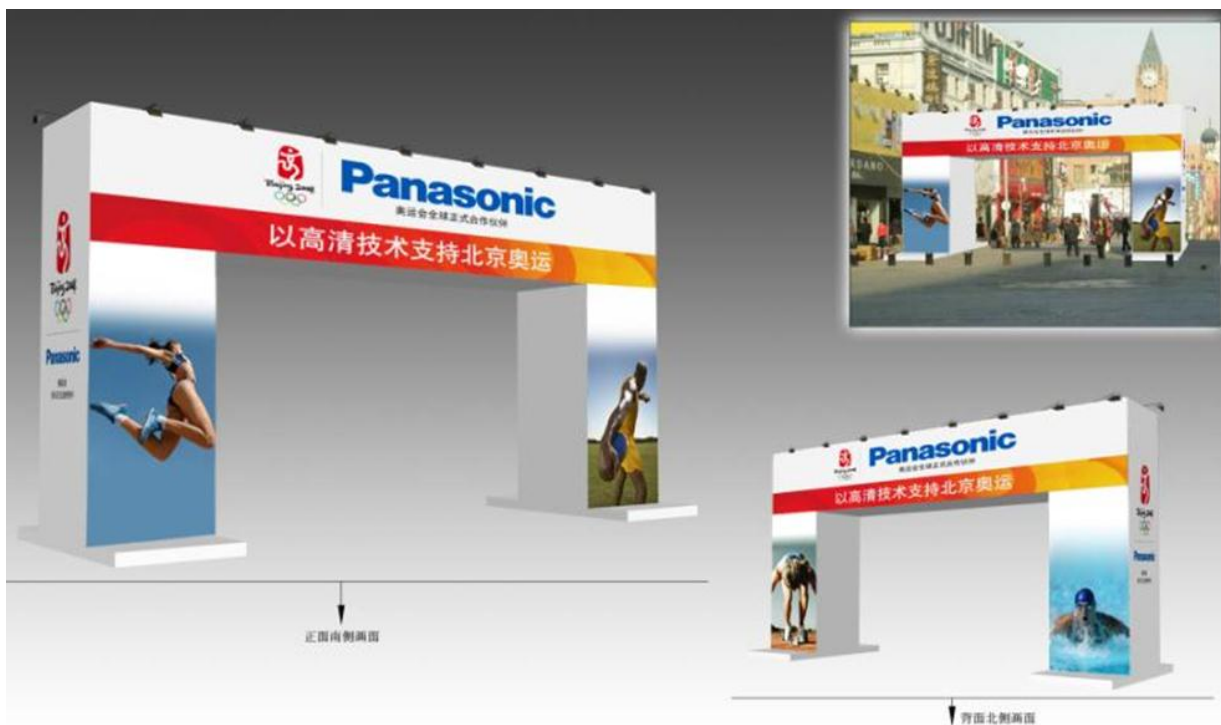
The paper stick on the back of the panel show the gift you will win.



Olympic marketing campaign in Wangfujing

Region/Country : People's Republic of China

Files : PANM0753_1.ppt





Back panel design at Panasonic's exhibition. We have added IOC composite logos.

Region/Country : Japan

Files : PANM0915_1.jpg



6000mm





Big Barroom ad for JAPAN

Region/Country : Japan

Files : PANM0917_1.ppt

Big Barroom design



Link to VIERA !



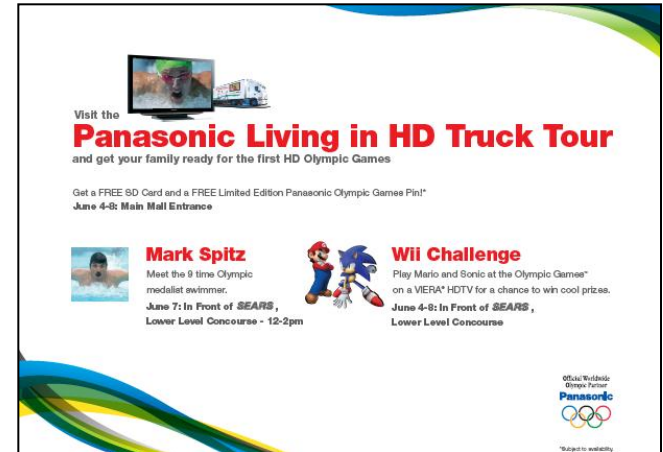
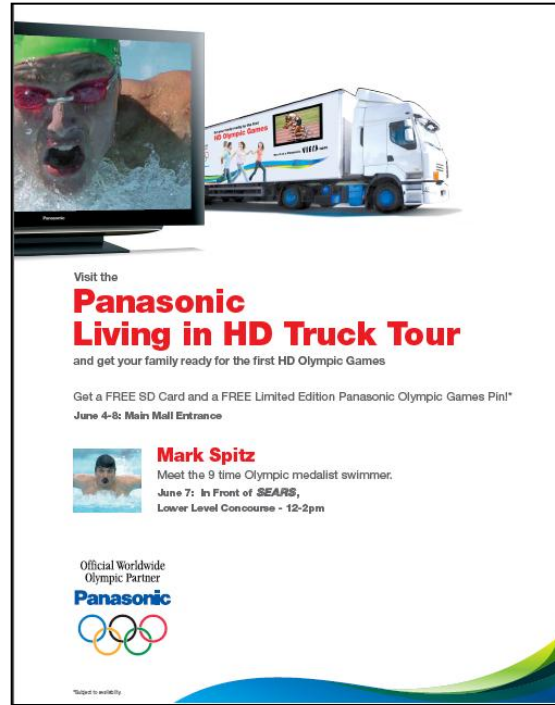
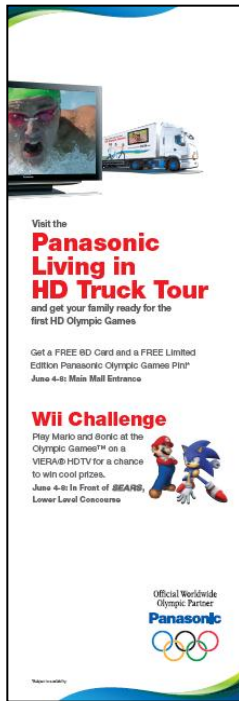
Image of barroom



Mall Signage (Panasonic US)

Region/Country : United States of America

Files : PANM1142_1.pdf/ PANM1142_2.pdf/ PANM1142_3.pdf



Tent Graphics PANM1029.1



Side Panel



Exterior Panel



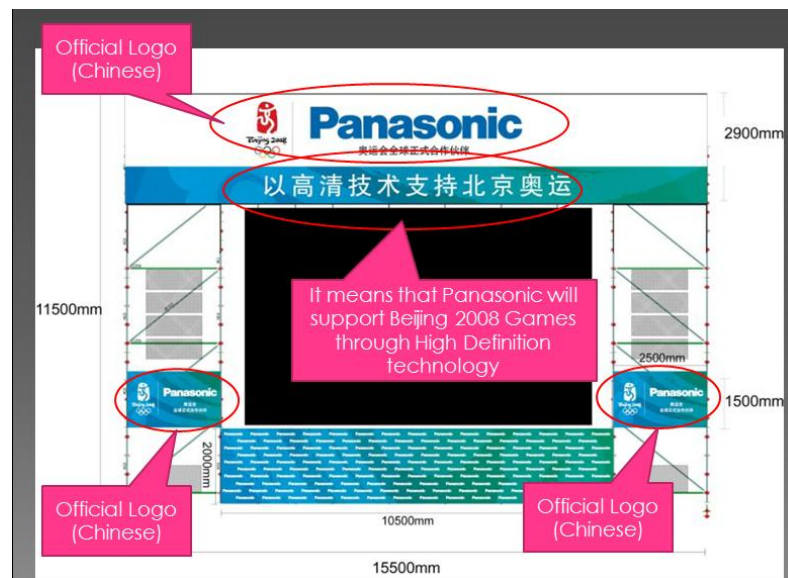
Side Panel



LED Screen in Beijing

Region/Country : People's Republic of China

Files : PANM1145_1.ppt

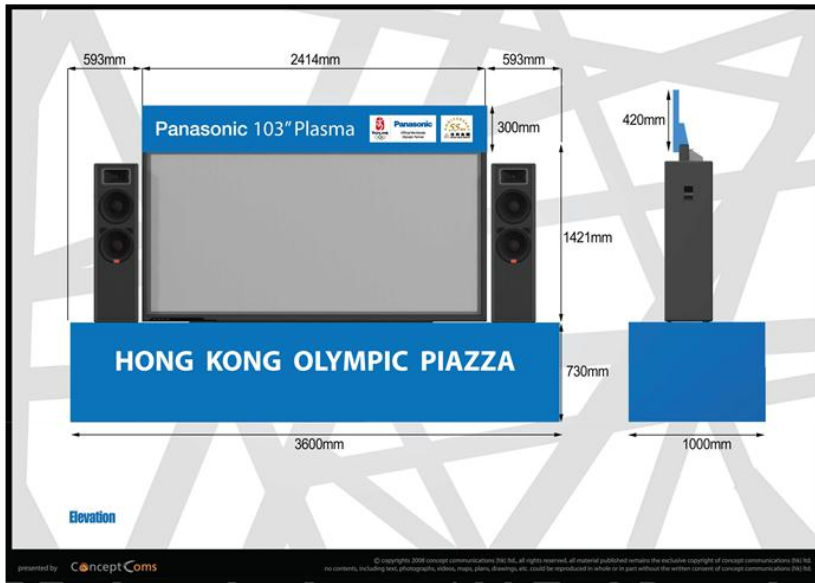




Hong Kong Olympic Piazza

Region/Country : Hong Kong

Files : PANM1402_1.ppt

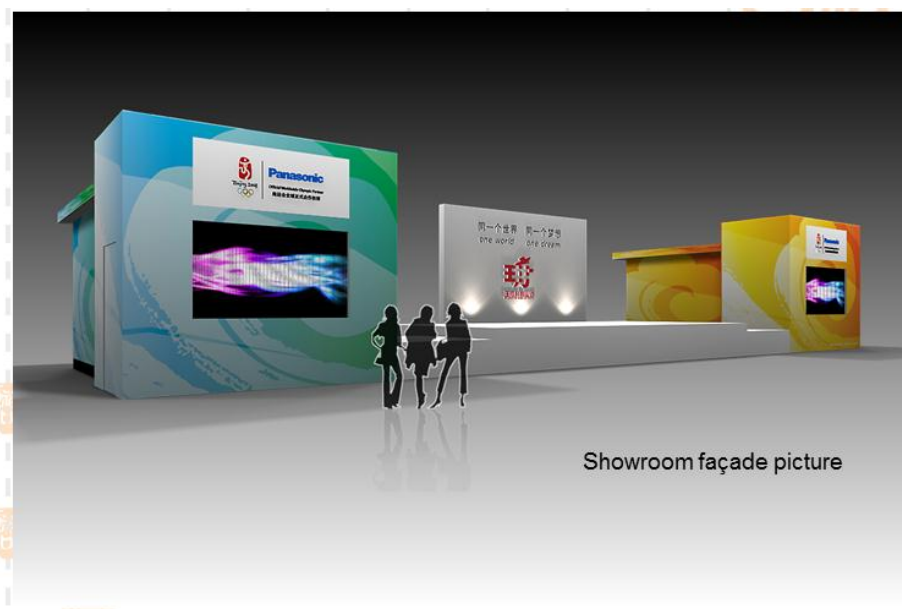




Effect picture for showcasing in Wangfujing

Region/Country : People's Republic of China

Files : PANM1403_1.ppt





Showcasing area effect picture in Shiji tan

Region/Country : People's Republic of China

Files : PANM1410_1.ppt



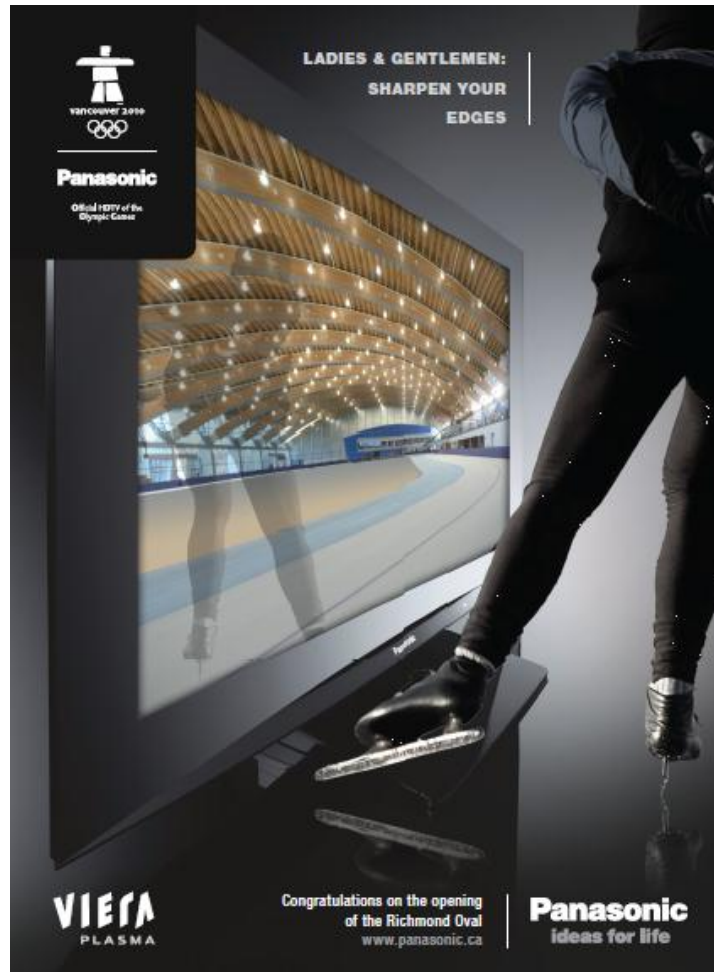


Ad on Richmond News for Richmond Oval Opening

Region/Country : Canada

Files : PANM1511_1.pdf

Ad for opening event of the Games Arena.





Open House Invitation

Region/Country : Canada

Files : PANM1610_1.pdf

**PANASONIC
OPEN HOUSE**

PLEASE JOIN US at the Richmond Olympic Oval for a screening of our latest Audio Visual technology products that will be used in the 2010 Olympic Winter Games. Learn about new and innovative features on our professional plasma displays and view our broad range of projectors.

Date: June 25th, 2009
Time: 10:00 a.m. to 5:00 p.m.
Place: Richmond Olympic Oval
Address: 6111 River Road
 Richmond, BC

CLICK FOR MAP

Other: Light refreshments and lunch will be served

ALSO Panasonic Product Specialists will be on hand to DEMO our official AV products



Panasonic

Official Worldwide
Olympic Partner

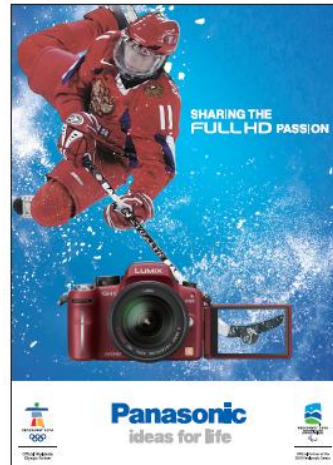
Please **RSVP** by June 15th to pids@ca.panasonic.com or 905-238-2277 or 1-877-559-8473



Graphics

Region/Country : Canada

Files : PANM1711_1.ppt/ PANM1711_2.pdf





Panasonic Sign @ Best Buy for the 2010 Fan Pack Campaign

Region/Country : Canada

Files : PANM1893_1.pdf

RECEIVE A BONUS PANASONIC 2010 FAN PACK WITH PURCHASE OF ANY PANASONIC PLASMA TV

46"

SAVE \$XX
XXXX⁹⁹
AFTER SAVINGS

Panasonic
1080p Plasma
2.0 Channel
CONVERT

46" 1080p 600Hz Plasma HDTV
Special: Free Case, Remote, Regulator, 100 Hours
Pack as an LCD monitor or cable box.

CHEER ON CANADA WITH THIS PANASONIC 2010 FAN PACK

Receive a Bonus Panasonic 2010 Fan Pack with purchase of any Panasonic Plasma TV. Available in-store only while supplies last.

Offer available Jan 20 - Feb 11 at all Best Buy store locations, including BestBuy.ca. The price includes tax. Items not available in all areas. See store for details. Offer ends on the purchase of any Panasonic Plasma HDTV at any applicable date. While quantities last.





Scenario for welcome party

Region/Country : Canada

Files : PANM1917_1.ppt



TIME	LAP	SCENE	PARTY IN CHARGE	COMMENTS
18:00	30 min.	● Doors open * Guests arrive by bus from the Sultan Place hotel	(Panasonic)	Cocktail reception 18:00-18:30 President Fumio Chikubo and SO deliver addresses
18:30	10 min.	(Guests take their seats)		(Dinner party)
18:40	2 min. 10 sec.	● Opening video		Complete package video "Coming Soon"
18:42	2 min.	● Party starts	MC	
18:43	3 min.	● Opening address	President Fumio Chikubo (3 min.)	
18:50	10 min.	● Global Sound introduction ● Global Sound unveiling ● President Fumio Chikubo welcome Sarah Brightman	MC Sarah Brightman President Fumio Chikubo	* Lights dim * Sarah Brightman's performance After Ms. Brightman's performance MC asks Ms. Brightman for comment * Ms. Brightman gives comment * Mr. Chikubo presents Ms. Brightman with a bouquet - Ms. Brightman and Mr. Chikubo pose for photographs * Ms. Brightman exits stage left * Mr. Chikubo sees Ms. Brightman off, then returns to his seat
		● Global Sound closing comments	MC	* Ms. Brightman departs venue
19:00	2 min.	● Toast	Managing Executive Officer Takumi Kajieha	
19:02	1 hour 15 min.	● Dinner party 19:02-19:07 ● Attraction Aboriginal welcome dance (5 min.) 19:07-19:10 ● Attraction Sam Wilson magic show (15 min.)		
20:55	3 min.	● Closing address	Managing Executive Officer Takumi Kajieha Corporate Management Division (for Japan America)	
21:00		● Closing ● Guest's depart / Souvenir information	MC	* Panasonic staff presents souvenirs and sees guests off at exit

TIME	SCENE	COMMENTS & CONTENTS	SOUND	SCREEN	LIGHT
18:00	● Toast			IPC output	
	● MC and Mr. Kajieha and gentlemen, Mr. Takumi Kajieha, Managing Executive Officer of Panasonic Corporation, would like to make a toast. Mr. Kajieha please.			Panasonic	
	* Attributed: 200.00.00.00 * Mr. Kajieha rises from his seat and takes the stage	Panasonic Corporation Managing Executive Officer Takumi Kajieha's address			
	* Mr. Kajieha leaves the stage and returns				
	● MC Please raise your glasses. * Confirm that all guests are ready for the toast * Thank Mr. Kajieha's toast Is everyone ready?				
		Panasonic Corporation Managing Executive Officer Takumi Kajieha's toast			



SEASONAL PRINT/OUTDOOR CAMPAIGN

Region/Country : United Arab Emirates

Files : PANM10352_1.ppt/ PANM10352_2.PDF



Campaign Period: Jan 2012 – Aug 2012
Awaiting approval.



Panel @Event at ION Orchard Park in Singapore

Region/Country : Singapore

Files : PANM10617_1.jpg / PANM10617_2.jpg



Official Partner



Official Broadcaster of London 2012 Olympic Games

Proud Partner



Panasonic Olympic Marketing Case Study Book

Model Cases

Web



welcome webpage for BIRTV Expo.

Region/Country : People's Republic of China

Files : PANM0514_1.ppt

The 16th Beijing int'l radio &TV Expo.



HD IAMGE

Excited Olympic



REVISED - Pana USA - Beijing Games Website

Region/Country : South America

Files : PANM1047_1.zip/ PANM1047_2.zip

Panasonic ideas for life

CONSUMER BUSINESS INDUSTRIAL HOW TO BUY SUPPORT

HOME GET READY VISIT MOBILE TOUR ENTER SWEEPSTAKES SHOP PANASONIC

Get your family ready for the first HD Olympic Games

Official HDTV of the Olympic Games

Enter the Sweepstakes!

PREPARE

Discover how Panasonic gets your family ready to watch the first Olympic Games broadcast in high definition.

VIERA

> Learn more

COMPETE

Visit the Panasonic Mobile Tour and play Mario and Sonic at the Olympic Games™ for the chance to win great prizes.

RECENT HIGH SCORES:
Tennis Gullup / Rountics: 100% FREESTYLE /15:30:02

> See all the scores

WIN

Get Your Family Ready Sweepstakes

Enter the Get Your Family Ready Sweepstakes, and your family could win a VIERA® flat-panel HDTV, a VIP trip to the 2010 Olympic Winter Games, or one of over 100 other prizes!

> Enter now

PANASONIC DIRECT-STORE POLICIES PRICES & SPECIFICATIONS POLICY PRIVACY POLICY COPYRIGHT ©2008 PANASONIC CORPORATION OF NORTH AMERICA ALL RIGHTS RESERVED

*No purchase necessary to enter or win. Open to US residents 18+. Starts 4/20/08, ends 8/24/08. Minors must obtain parental consent to participate. Void where prohibited. See official rules for full details.
*No purchase necessary to enter or win. Open to US residents 18+. Starts 4/20/08, ends 8/24/08. Void where prohibited. See official rules for full details.



Panasonic ideas for life

HOME GET READY VISIT MOBILE TOUR ENTER SWEEPSTAKES SHOP PANASONIC

Eye-On Performance Technology



While the Olympic Games take place over only 17 days every four years, the preparation process for Olympic athletes begins long before the start of the Games. Most Olympic athletes train for years in order to compete in the Olympic Games. A commitment to excellence is what Panasonic is proud to support with Eye-On Performance Technology.



Panasonic ideas for life

HOME GET READY VISIT MOBILE TOUR ENTER SWEEPSTAKES SHOP PANASONIC

Olympic Fun Facts



Did you know? Badminton

In badminton, you're using a racquet, shuttlecock, and the best shuttle you can make using feathers from the tail wing of the goose.



Panasonic ideas for life

HOME GET READY VISIT MOBILE TOUR ENTER SWEEPSTAKES SHOP PANASONIC

Home Theater System Tips



- 1** Extraordinary high definition images
- 2** Great viewing from any angle
- 3** Easy to connect, easy to use
- 4** Brilliant Surround Sound

Check out these tips on how to get your family's home theater system ready for the ultimate viewing experience of the first HD Olympic Games.



On-line Banners for Panasonic Canada Estore

Region/Country : Worldwide

Files : PANM1784_1.JPG/ PANM1784_2.JPG/
PANM1784_3.JPG/ PANM1784_4.JPG



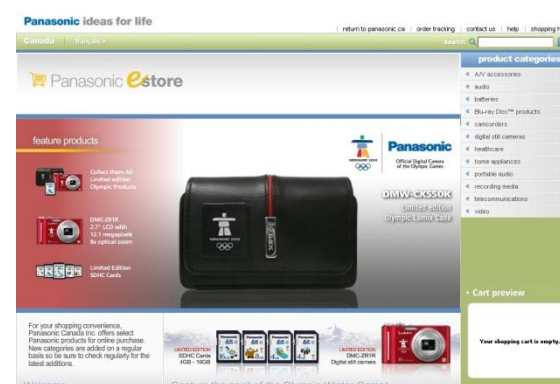
The bundle pricing is the difference between the current online selling price of each item minus the total bundle price.
The total amount saved on sale items is the difference between our regular online price minus our current sale price.
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[Privacy Statement](#) [Terms of Use](#)



The bundle pricing is the difference between the current online selling price of each item minus the total bundle price.
The total amount saved on sale items is the difference between our regular online price minus our current sale price.
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The bundle pricing is the difference between the current online selling price of each item minus the total bundle price.
The total amount saved on sale items is the difference between our regular online price minus our current sale price.
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[Privacy Statement](#) [Terms of Use](#)



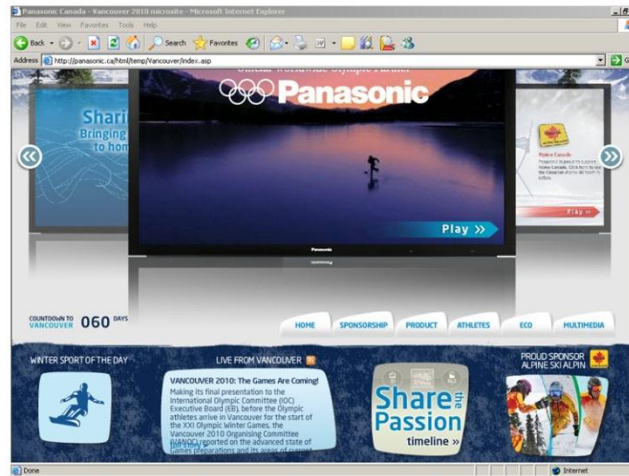
The bundle pricing is the difference between the current online selling price of each item minus the total bundle price.
The total amount saved on sale items is the difference between our regular online price minus our current sale price.
©2009 All rights reserved.
[Privacy Statement](#) [Terms of Use](#)



Panasonic Olympic Microsite - Rule 41 Waiver

Region/Country : Worldwide

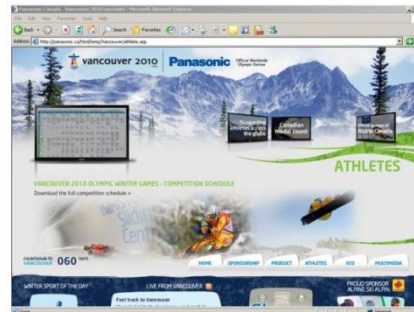
Files : PANM1979_1.ppt



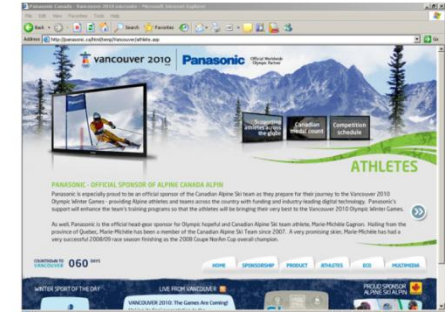
Athletes on this page would be Robbie Dixon, Marie-Michel Gagnon, Louis-Pierre Hele and Shona Rubens.



Athletes on this page would be Louis-Pierre Hele and athletes in the TV commercial would be Marie-Michele Gagnon, Robbie Dixon, Louis-Pierre Hele and Manuel Osborne Paré.



Athletes on this page would be Robbie Dixon.



Athletes on this page would be Robbie Dixon.



REVISED FINAL - Get Your Family Ready Media Banners

Region/Country : United States of America

Files : PANM1087_1.jpg/ PANM1087_2.jpg

Panasonic ideas for life

CONSUMER BUSINESS INDUSTRIAL HOW TO BUY SUPPORT

HOME GET READY VISIT MOBILE TOUR ENTER SWEEPSTAKES SHOP PANASONIC

Get Your Family Ready Sweepstakes*

Enter the Get Your Family Ready sweepstakes and get ready for The Games with Panasonic. Your family could win a VIERA® HDTV — the official HDTV of the Olympic Games — and a VIP trip for four to the 2010 Olympic Winter Games!

> Official Rules

* First Name: _____
 * Last Name: _____
 * Email: _____
 * Address 1: _____
 Address 2: _____
 * City: _____
 * State: _____
 * Zip code: _____
 * Phone: _____

I verify that I am at least 18 years old.
 I verify that I have read the [Official Rules](#).
 Yes, I would like to receive emails about Panasonic products, promotions, and offers.

* Required fields

Enter Now! > Official Rules

Official Worldwide Olympic Partner

Grand Prize
 One family will win a 39" VIERA flat-panel HDTV, a Panasonic Full HD Blu-ray Disc™ Theater, and a VIP trip for 4 to the Vancouver 2010 Olympic Winter Games!

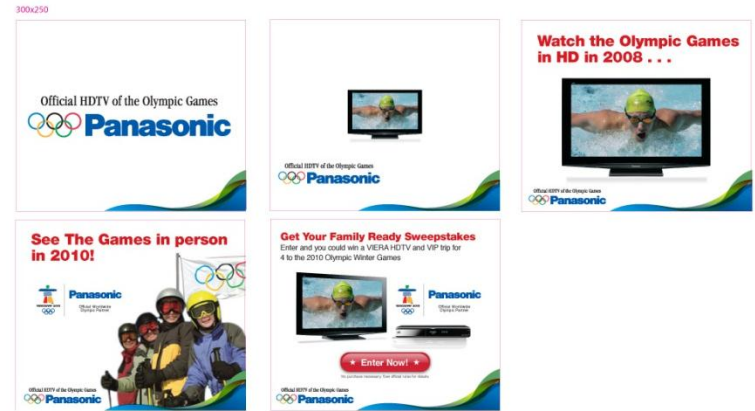
6 Second Prizes

Six families will win a 42" VIERA flat-panel HDTV and a Panasonic Full HD Blu-ray Disc™ Theater!

100 Third Prizes

Starting April 30th, with 100 days to go until the start of The Games, 100 prizes of collectible Panasonic Olympic Games pin sets and shirts will also be awarded.

No purchase necessary to enter or win. Open to US residents 18+. Starts 4/30/08, ends 8/8/08. Void where prohibited. See official rules for full details.





Layout-meinvz.net

Region/Country : Germany

Files : PANM1984_1.jpg

The screenshot shows the 'studivz.net' website interface. At the top, there is a navigation bar with 'STUDIVERZEICHNIS' and various utility links like 'Suche', 'Einladen', 'Hilfe', 'Klartext', 'Handy', 'Einsieg', 'Blog', and 'Raus hier'. Below this is a user profile header for 'Hallo ASI!' with a profile picture placeholder and a 'Plauderkasten (0)' indicator.

The main content area is divided into several sections:

- Telegramm:** A section titled 'Mordspaß mit gratis Pizza!' with the text 'Gewinne einen pizza.de Tstort Abend!'.
- Hallo, AS KG:** A section for a user named 'AS KG' with a profile picture placeholder and a text input field containing 'Was machst Du gerade?'. Below it is a 'Speichern' button and a promotional message: 'Endlos mobil surfen? Mit der VZ-Option! Buschfunken? Per SMS oder Twitter!'.
- Schaufenster:** A section titled 'mezzo mix Lovers aufgepasst!' with sub-sections for 'Jetzt als Botschafter bewerben und gewinnen!' and 'Mit der Bahn auf zu den Stars!'. It includes a promotional message: 'Erlebe das Gefühl der Schwerelosigkeit! Gewinne 10 Parabellüge bei Follow the Hopper!'.
- Neuigkeiten:** A section titled 'APPgefahren! Alle Infos zu unseren neuen, kostenlosen Anwendungen.'
- Buschfunk:** A section titled 'brands4friends : Last-Minute-Geschenkschopping: Ed Hardy hautnah in der Kategorie «Für Individualisten»' with a URL and a timestamp 'vor 1 Stunde über geschickt'.

On the right side, there is a sidebar with a 'Freundeskreis' section and a 'Kennst Du schon ...?' section with a 'Freundeskreis' button. Below this is a promotional banner for the 'VZ-WINTEROLYMPIADE 2010' featuring a skier silhouette, the Vancouver 2010 logo, and the Panasonic logo with the text 'Official Worldwide Olympic Partner'. A large arrow points from the banner to the text 'Zur Olympia-Seite'.





Banner design for KOREA

Region/Country : Korea

Files : PANM1972_1.ppt

Banner design for Campaign

1		With Panasonic Lumix G
2		Vancouver 2010 Olympic Winter Games
3		Official Worldwide Olympic Partner
4		All of Korea wants the 'G'! Win some 'G' of your own when you support the Lumix G!
5		The Lumix G: the stuff that myths are made of.
6		Correctly guess the events and number of gold medals that Korea will win to qualify for a lottery to win a gold coin of your own!

ルミックスGと共に2010年バンクーバー冬季オリンピックの金メダル祈願イベント Vancouver 2010 Olympic Winter Games Special Event: Go for the gold with the Lumix G!

金メダル獲得が予想される種目を checkしてください
Check to see what events Korea is anticipated to win a gold medal in!

1等:FGJロコを入れた金貨
2等:Lumix GF1 Camera
3等:Lumix FP8 Camera
4等:Dryer EH5572
5等:Body Care ES2502
商品に関する説明と、贈呈方法、場所などの説明追加

正解を出てた方に抽選で贈呈するプレゼントの内容説明
Explanation of the presents awarded to winners chosen by lottery out those individuals who guessed the correct events and number of medals

韓国選手団への応援メッセージを書く欄
Space to write Team Korea a message of encouragement

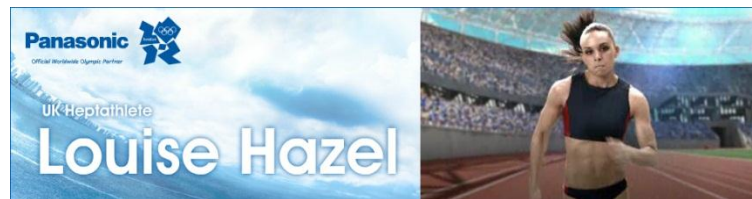


Banner on YouTube in UK

Region/Country : Great Britain

Files : none

<http://www.eje-c.com/product/Panasonic/olympic/global/banner/0615ytg970x250/index.html>





Panasonic WEB page for JAPAN

Region/Country : Japan

Files : PANM0487_1.jpg/ PANM0487_2.ppt





countdown clock web banner

Region/Country : Worldwide

Files : PANM10263_1.jpg/ PANM10263_2.ppt





YouTube Movie

Region/Country : Canada/ USA

Files : PANM1964_1.xls/ PANM1964_2.zip/
PANM1964_3.ppt

Appearance at Top page of each YouTube site

- YOUTUBE Canada: 2/21
- YOUTUBE Germany: 2/16 or 2/16 or 2/25
- YOUTUBE UK : 2/17 or 2/21
- YOUTUBE USA : 2/21
- YOUTUBE Russia: 2/19 or 2/26
- YOUTUBE Sweden: 2/18 or 2/25

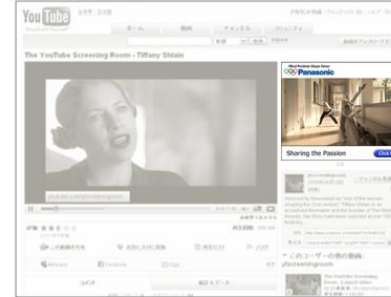


A ← Size: 300pixelx35pixel

B ← Size: 300pixelx225pixel
*By clicking, link to
(1) Movie playpage
or
(2)My channel

C: Title:See below.
=====

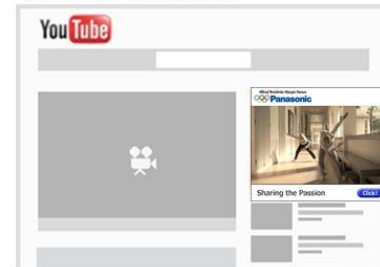
Movie play page



D Size: 300pixelx250pixel

or

My Channel(or Brand Channel)



Link to:
<http://panasonic.net/olympic/>



Urgent Athlete blog site 'One Winter/ Five Dreams.'

Region/Country : Worldwide

Files : PANM1781_1.ppt

Blog site (Entrance) <http://5dreams.panasonic.net/index.html>

Athlete's name
Image of the athletes

Cut special reporters
Change to Win a chance!! Be a Gold Blogger!! Share the excitement of Vancouver 2010.
Jump to applicant page

Introduction of this site. See next page.

Blog site (Athlete site)

Jumps to the entrance of the YouTube site for the "One Winter, FiveDreams."
<http://www.youtube.com/user/OneWinterFiveDreams>

Athlete's introduction movie
Jumps to athlete's YouTube video.

Athlete's Blog

Banner
Jumps to the Lumix site.
http://panasonic.net/avc/lumix/compactts1_ft1/index.html

Twitter



Vancouver 2010 Showcase Blog

Region/Country : Worldwide

Files : PANM1909_1.ppt

VANCOUVER 2010

Tentative Layout of the FULL HD 3D THEATRE in Vancouver Blog

Project Objective

This blog describes the use of Panasonic products and the corporate pavilion, while relaying the passion of the Olympic Games to people everywhere. It aims to provide the kind of information that will let those who weren't able to visit the site feel all the excitement of being there.

In addition to the content mentioned above, we'll also be describing Panasonic's involvement with the Olympic Games, the company's sponsorship activities, and all of the Panasonic products that are in use at the venues. Live information will be posted on the blog throughout the event, and our staff will also be shooting, editing and posting related video clips that are each about 1 minute in length.

Project Outline

- Links on the blog's top page will take viewers to feature pages for various Olympic Games events.
- Advance information until the Olympic Games begin will include both Olympic-related information and a section called "Vancouver News."
- Once we reach Vancouver, we'll be sending information and videos to show the city's overall mood of excitement, interviews with key people, and an introduction to the FULL HD 3D Theatre. We may also include interviews with people at the theatre.

Posting Schedule

starting in mid-January – March 31th.

Languages

English, Japanese

Information Content

Panasonic Information
•Olympic-related information, Panasonic's involvement with the Olympic Games, related content, and interviews with key people.

Vancouver Information

- A Vancouver resident will give everyone an inside look at the city. She'll report on all kinds of subjects, including restaurants, city transport and scenic spots.

Overall Image





Urgent Panasonic special WEB site for JAPAN

Region/Country : Japan

Files : PANM0846_1.ppt/ PANM0846_2.ppt/
PANM0846_3.ppt/ PANM0846_4.ppt

Site Title / Site Concept

『Panasonic Special WEB site for the Olympic Games ~ the COUNTDOWN Campaign ~ 』

By this special WEB site, Panasonic hope to raise the Olympic Games' movement with our targets (mainly, young) while counting to the opening day ~2008.8.8~

Visitors can join this campaign by sending owners' pictures, portraits, graphic designs, paintings... Those pictures are expressed the number 0-9

This COUNTDOWN campaign's entry starts on 2008.2.8(half a year to the opening day), and its open to public is on 2008.4.8

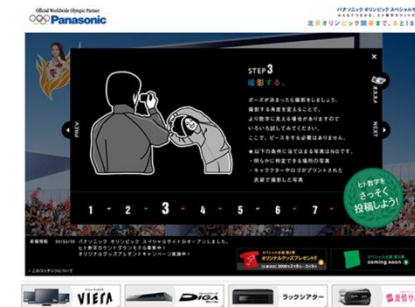
Moreover, this site will have user-generated contents, interviews with athletes, present, campaign...etc. By this special WEB site, Panasonic promotes "sharing the passions".



182 more days left to the Beijing Olympic Games



Wanted !
Poster models.





Panasonic special WEB for JAPAN

Region/Country : Japan

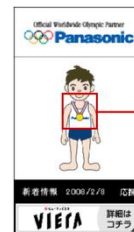
Files : PANM0899_1.ppt/ PANM0899_2.ppt/ PANM0899_3.ppt



Breaking the world record : Gift Plan (アパタparts)

Abata Accessories such as crown and other supporting goods will be given to those who break the world records.

Plan A



Plan B: Blog parts





Mai Magazine Subscription Promotion Campaign for JAPAN

Region/Country : Japan

Files : PANM1005_1.ppt



Panasonic Home Page design

"Let's go Japan!" will be deleted.

A notice for the gift campaign supporting athletes representing Japan. Upon subscription for mail magazine there is a chance of getting :

- Blue-ray Disk Player VIERA
- And other Olympic supporting goods.

Campaign Banner



This is a navigating banner for the Campaign on page 1. It is too small to be shown here, but we will make certain to place the Composite Logos on the linking page.

Contents: Upon participation in a questionnaire for the Supporting Campaign, there is a chance of getting goods by lot.





*RUSH - Sweepstakes Entry Form

Region/Country : United States of America

Files : PANM1064_1.jpg/ PANM1064_2.jpg



Official HDTV of the Olympic Games
Enter the Get Your Family Ready Sweepstakes

Panasonic Truck Tour Visitor Registration Page 1 of 3 * Must be filled out.

*First Name: *Last Name: *Email:
 *Address 1: Address 2:
 *City: *State: *Zip Code: Phone:
 Gender: M F *Age: under 18 18-24 25-24 25-34 35-44 45+

I currently own the following products (select all that apply):

Digital Camera Plasma TV Digital Camcorder LCD TV
 Home Theater System Blu-Ray DVD Player Network Camera

I plan to purchase the following products (select all that apply):

Digital Camera Plasma TV Digital Camcorder LCD TV
 Home Theater System Blu-Ray DVD Player Network Camera

I plan to make my next purchase within: 30 Days 60 Days 90 Days or more

On a scale of 1-10, how well do you think Panasonic products (e.g. TV, Digital camera, audio equipment) fit into your lifestyle?
 Not at all Neutral Very Well

0 1 2 3 4 5 6 7 8 9 10

Panasonic ideas for life PLEASE ENTER FIRST NAME
PLEASE ENTER LAST NAME
PLEASE ENTER ZIP CODE



Mobile Game for JAPAN

Region/Country : Japan

Files : PANM1455_1.ppt

These are sports games which can be enjoyed with mobile phone. The contents used have already been approved by ISM.

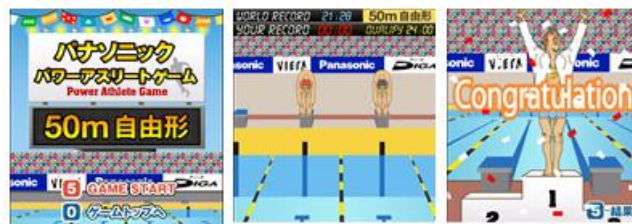


Existing site has been submitted for approval on ATHENA.

Return to game start screen



100m Run



Free-style swimming



Weight-lifting

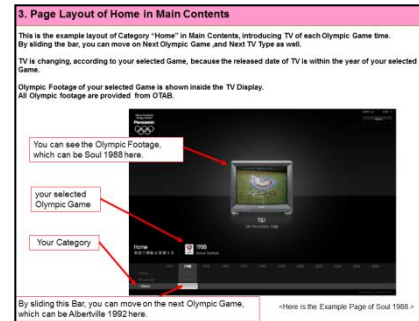
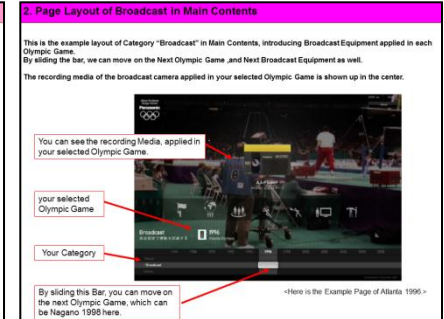
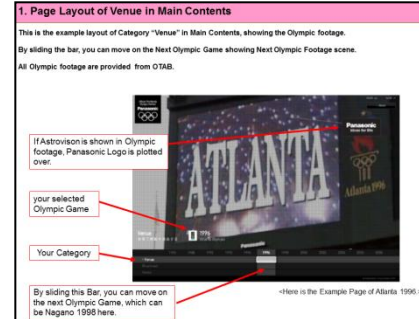
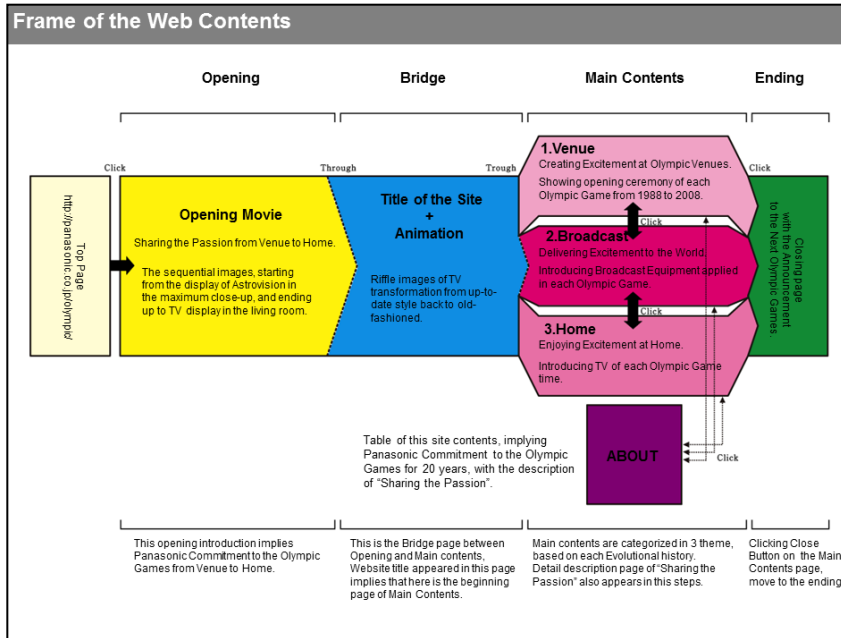
Nothing in relation to the Olympics is mentioned in the games.



Pre-questionary of website

Region/Country : Worldwide

Files : PANM1614_1.mp4/ PANM1614_10.mp4/
 PANM1614_11.mp4/ PANM1614_12.mp4/
 PANM1614_13.ppt/ PANM1614_2.mp4/
 PANM1614_3.mp4/ PANM1614_4.mp4/
 PANM1614_5.mp4/ PANM1614_6.mp4/
 PANM1614_7.mp4/ PANM1614_8.mp4/
 PANM1614_9.mp4



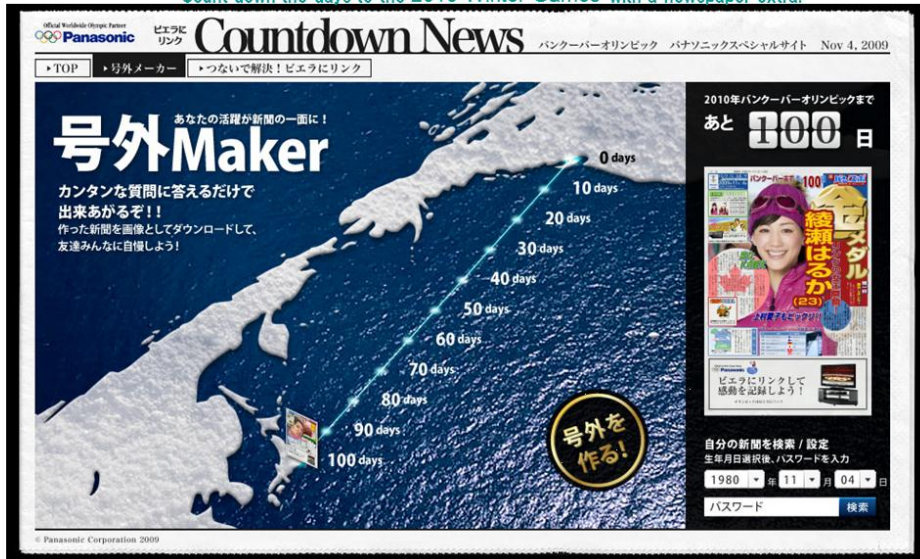


Campaign website for JAPAN

Region/Country : Japan

Files : PANM1766_1.ppt/ PANM1766_2.jpg

Answer a few simple questions and create your very own original newspaper (extra)!
 Count down the days to the 2010 Winter Games with a newspaper extra.



Contents that produce a visual resembling a newspaper extra

This generator software allows users to create a realistic-looking front page of a newspaper through answering a series of simple questions.

Information and photos inputted by the user are incorporated into the production of a completely original newspaper!

User profiles and photos are entered through a newspaper preparation form. Answer a series of simple questions...



An image of a newspaper generated by the software program



Display Ad Campaign 'Panasonic Olympia'

Region/Country : Europe Germany

Files : PANM1934_1.pdf/ PANM1934_2.pdf



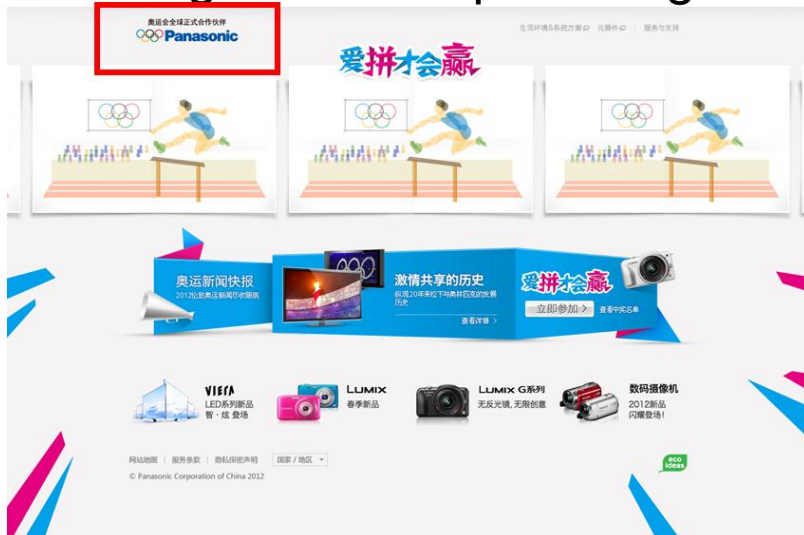


Olympic Advertising

Region/Country : Worldwide

Files : PANM10823_1.ppt

Design-IOC composite logo



Olympic website
<http://home.panasonic.cn/Olympic>

Design-IOC composite logo

<http://home.panasonic.cn/>



official worldwide Olympic partner



Panasonic Olympic Marketing
Case Study Book

Model Cases

Store Front



Exhibition tools for JAPAN

Region/Country : Japan

Files : PANM0719_1.ppt

Barroom



Stand panel

Watch details on VEIRA

Speck detail →

Fill details on VIERA's sound system

The stand panels feature the Beijing 2008 Olympic logo and Panasonic branding. The left panel highlights 'フルハイビジョン プラズマ' (Full HD Plasma) with a resolution of 1920x1080 and '約20万画素' (approx. 200,000 pixels). It also mentions '900本以上 A.P.D.C方式' (900+ lines A.P.D.C method) and '2倍キレイ' (2x cleaner). The right panel highlights '音の出るテレビ台 3.1chラックシアター' (Sound-emitting TV stand 3.1ch rack theater) and '省スペース設置' (Space-saving installation) with '掃除がラクラク!' (Cleaning is so easy!). Both panels feature the '新・ヒューマンビエラ VIERA' logo.

We delete every third party logos on photos. We already have these portrait rights.



Store tools vol.9 for JAPAN

Region/Country : Japan

Files : PANM0720_1.ppt/ PANM0720_2.pdf

■ 4連バナー (W1040×H297mm)



■ 訴求パネル (W420×H297mm)



■ ポスター (W297×H841mm)



■ スイックPOP (W120×H120mm)



■ フロアシート (W600×H300mm)



■ 上置きPOP (5種)



■ サイドパネル (W250×H1400mm)



■ シェード (W1800×H1200mm)



■ 吊り下げパネル (W900×H400mm)





URGENT Store front tools for JAPAN

Region/Country : Japan

Files : PANM0945_1.ppt

Store front tools

■ DIGA POP

image

50PZ800

VIERA 新・ヒューマンビエラ

Technical explanation

Added items

the throbbing movements of the Stadium W290×H160×D90

Mat W900×H450 Play the throbbing movements of the Stadium.

POP With full high definition, record any of the inspiring on DIGA!

Blu-ray Disc W315×H88×D20

1 ※動感物のデザインは最終のものではありません。

Store front tools

■ POP

Record on DIGA! Watch on VIERA!

(For Liquid panel26・32V用)

フルハイビジョンの感動を
録るならディーガ! 見るならビエラ!

世界初! 4次元録画

W600×H130×D120

Record on DIGA! Watch on VIERA!

(For Liquid panel20・23V用)

フルハイビジョンの感動を
録るならディーガ! 見るならビエラ!

世界初! 4次元録画

W420×H100×D100

2 ※動感物のデザインは最終のものではありません。



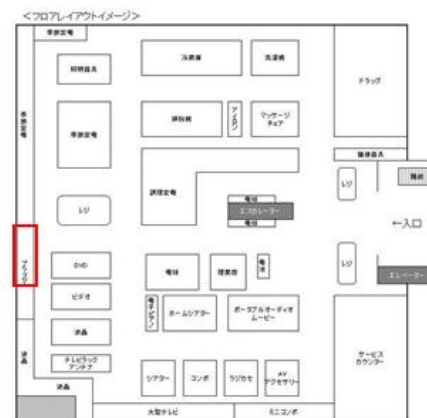
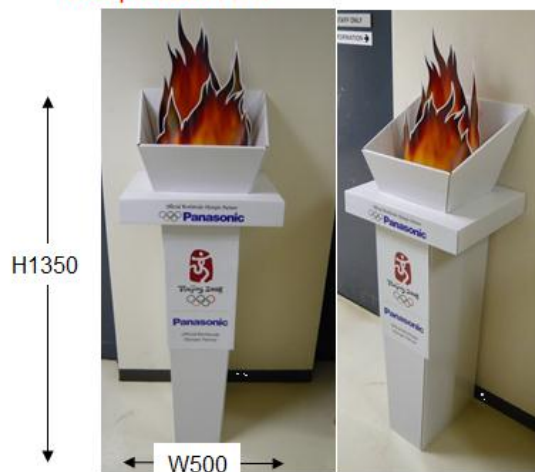
VIERA Corner Tools for JAPAN

Region/Country : Japan

Files : PANM1024_1.ppt

■ The Olympic Flame To be used and developed on the wall of TV Corner and VIERA Event Corner

New production tool



Mega-store
↓
TV Corner
↓
VIERA Corner
Planned to develop among these products

■ Layout image of the store



Other tools used here have already been approved. We will make certain that non-category will not appear





POP for PDP new product

Region/Country : People's Republic of China

Files : PANM1049_1.ppt

banner



Designation: Official TV of Beijing 2008 Olympic Games

2

Count down POP

Up to the Olympic Games to 253 days



Back board



Top POP



Sit POP

Designation: Official TV of Beijing 2008 Olympic Games



Light box

1

2





Vancouver mascot animation ePOP

Region/Country : Canada/ USA

Files : PANM1645_1.pdf

Olympic編

A VIERAロゴ強調編

コピー

VIERA HDTV ensures superb quality with lifelike details even for fast-moving scenes like the Olympic games.



B TV画像入り VIERA

通常のE-POPでは、VIERAロゴの下にPanasonicロゴが入りますが、オリンピックロゴが入っているため、入れておりません。



VIV編

A1

通常のE-POPでは、VIERAロゴの下にPanasonicロゴが入りますが、オリンピックロゴが入っているため、入れておりません。



A2

通常のE-POPでは、VIERAロゴの下にPanasonicロゴが入りますが、オリンピックロゴが入っているため、入れておりません。



A 600Hzロゴをビジュアル左上に配置



B レイアウトは北米E-POPの機能スライドと同じもの

通常のE-POPでは、VIERAロゴの下にPanasonicロゴが入りますが、オリンピックロゴが入っているため、入れておりません。





Sales item(M) for Japan

Region/Country : Japan

Files : PANM1720_1.ppt

店頭用ゲート Gate design

キャラクターカットアウト Free standing display

MARK

We will add Mascot names here:

JOC slogan

Special event

カーリング風フロアステッカー Floor sticker

Go to VIERA corner!

MARK

アスリートシーリング Athlete cut-out

JOC slogan

Special event

MARK

エコ訴求短冊 Written appeal

聖火台POP Cauldron display

MARK

イベント用バルーン Balloon

MARK



POP for Japan

Region/Country : Japan

Files : PANM1820_1.ppt

Light box



設置イメージ



電箱(中)用
W72×H362



設置イメージ





Disc POP for JAPAN

Region/Country : Japan

Files : PANM1957_1.ppt

Record and watch the Olympic Winter Games with Panasonic blue ray disc.



POP for Blue ray disc.





English Best Buy and Future Shop In-Store POP

Region/Country : Canada

Files : PANM10415_1.pdf

PROTECT YOUR MEMORIES WITH PANASONIC PROFESSIONAL GRADE LONDON 2012 OLYMPIC SDHC MEMORY CARDS

10X OVER 10 TIMES LONGER ARCHIVAL LIFE
Reliability. The Intelligent Controller manages read/write to guard against data corruption. Files last longer.

77% POWER FAILURE PROTECTION
Endurance. Data is protected and even corrected when power to the card is interrupted.

1080 FULL HD VIDEO
Extreme Speed. Reliably capture Full HD video and mega-burst images.

PROOF Error Power Failure Writing Damage

Smart Guard

90 MB/s (UP TO) (WRITE: 20MB/s)

CLASS 10

SDHC I

4GB 8GB 16GB 32GB

Official Worldwide Olympic Partner

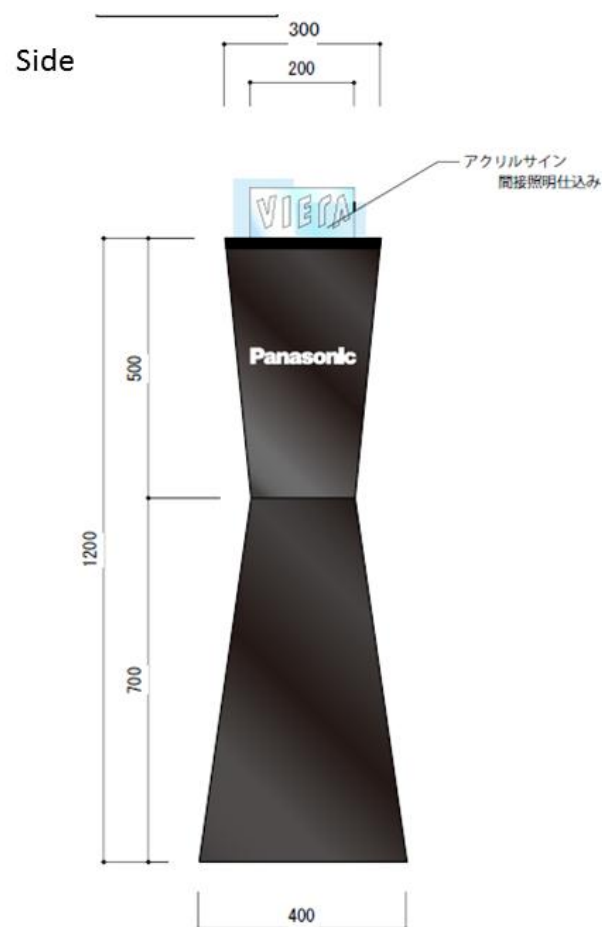
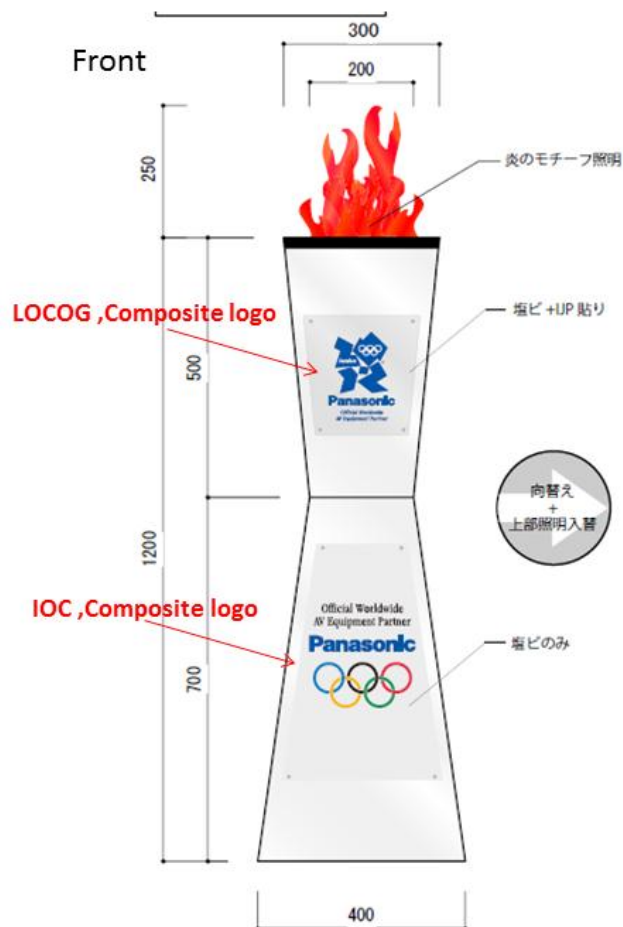


Store front tool for japan

Region/Country : Japan

Files : PANM10416_1.ppt

Store front tool





Material of Olympic promotion zone

Region/Country : People's Republic of China

Files : PANM0560_1.ppt



This image



奥运会全球正式合作伙伴
Panasonic

Panasonic的奥林匹克赞助活动史
Creating Excitement at Olympic Venues

Olympic Games	1988	1992	1992	1994	1996	
城市名称	Calgary	Barcelona	Albertville	Lillehammer	Atlanta	
城市标志						
城市名称	1998	2000	2002	2004	2006	2008
城市名称	Nagano	Sydney	Salt Lake City	Athens	Torino	Beijing
城市标志						



Venue
场馆设置

场馆所营造的令人感动的场面
Creating Excitement at Olympic Venues

ASTROVISION
RAMSA

Panasonic以高清技术支持北京奥运
Panasonic will support the Beijing 2008 Olympic Games with HD technologies

激情共享
Sharing the Passion

Broadcast
广播电视

用广播电视技术传播感动
Delivering Olympic Excitement to the World

Panasonic P2HD/DVCPRO HD is the official video format for recording the Olympic Games in high-quality images.

Home
家庭

在家感受视觉感动的瞬间
Experiencing Olympic Excitement at Home

VIERA
DIGNA
SERVIA



Store corner(103PDP) tools for JAPAN

Region/Country : Japan

Files : PANM0694_1.ppt

Plan B

We are opening "MARIO&SONIC AT THE OLYMPIC GAMES" TV game meet on Panasonic 103 inch VIERA! Let's join!!

We are opening Olympic Games competition game meet on Panasonic 103 inch VIERA! Let's join!! One chance to try by one person.



MARIO&SONIC AT THE OLYMPIC GAMES

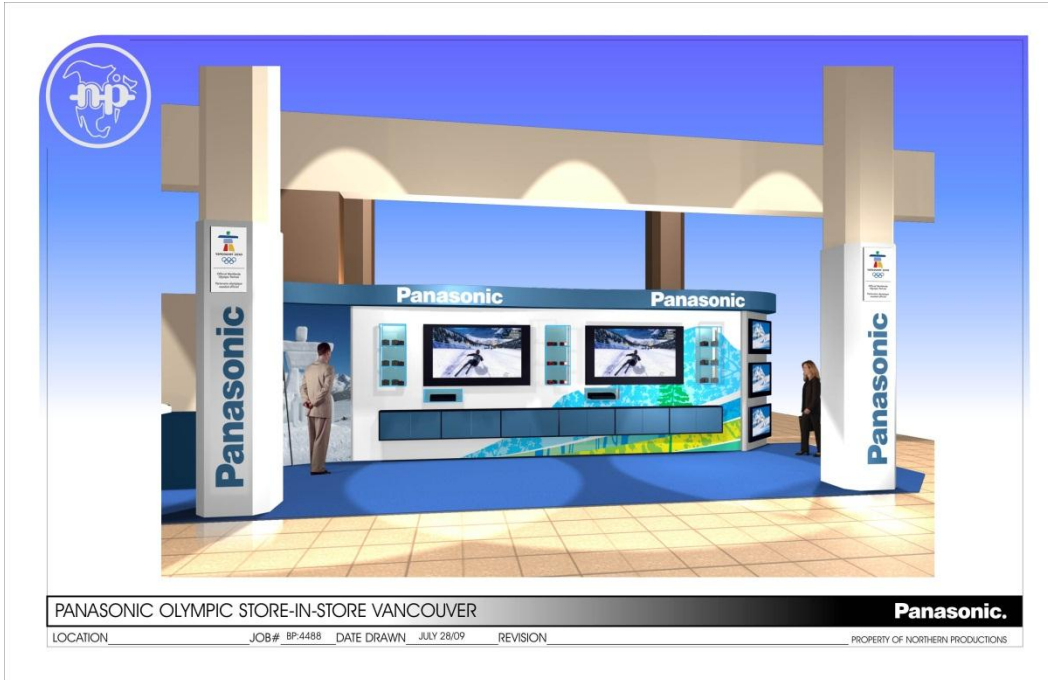




Graphics for Panasonic Booth at HBC Superstore

Region/Country : Canada

Files : PANM1700_1.pdf/ PANM1700_2.pdf/
PANM1700_3.JPG

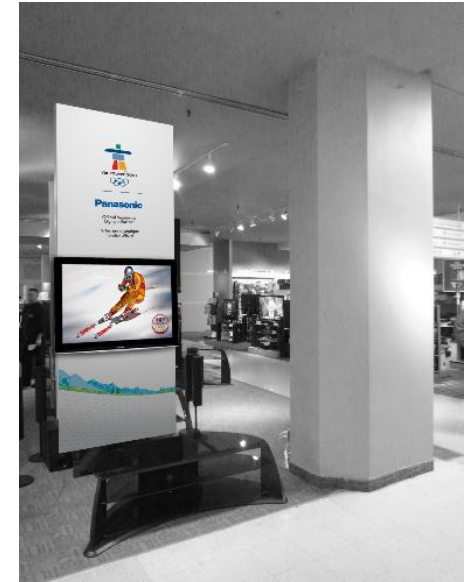




Panasonic Branding @ The Bay Downtown

Region/Country : Canada

Files : PANM1908_1.JPG/ PANM1908_2.JPG/
PANM1908_3.JPG/ PANM1908_4.JPG/
PANM1908_5.JPG

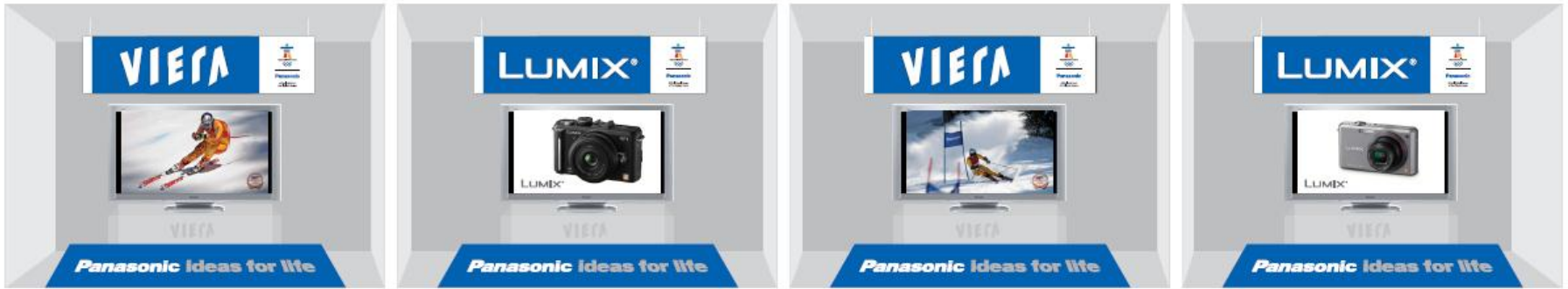




Panasonic Window Display @ Vancouver

Region/Country : Canada

Files : PANM1880_1.pdf

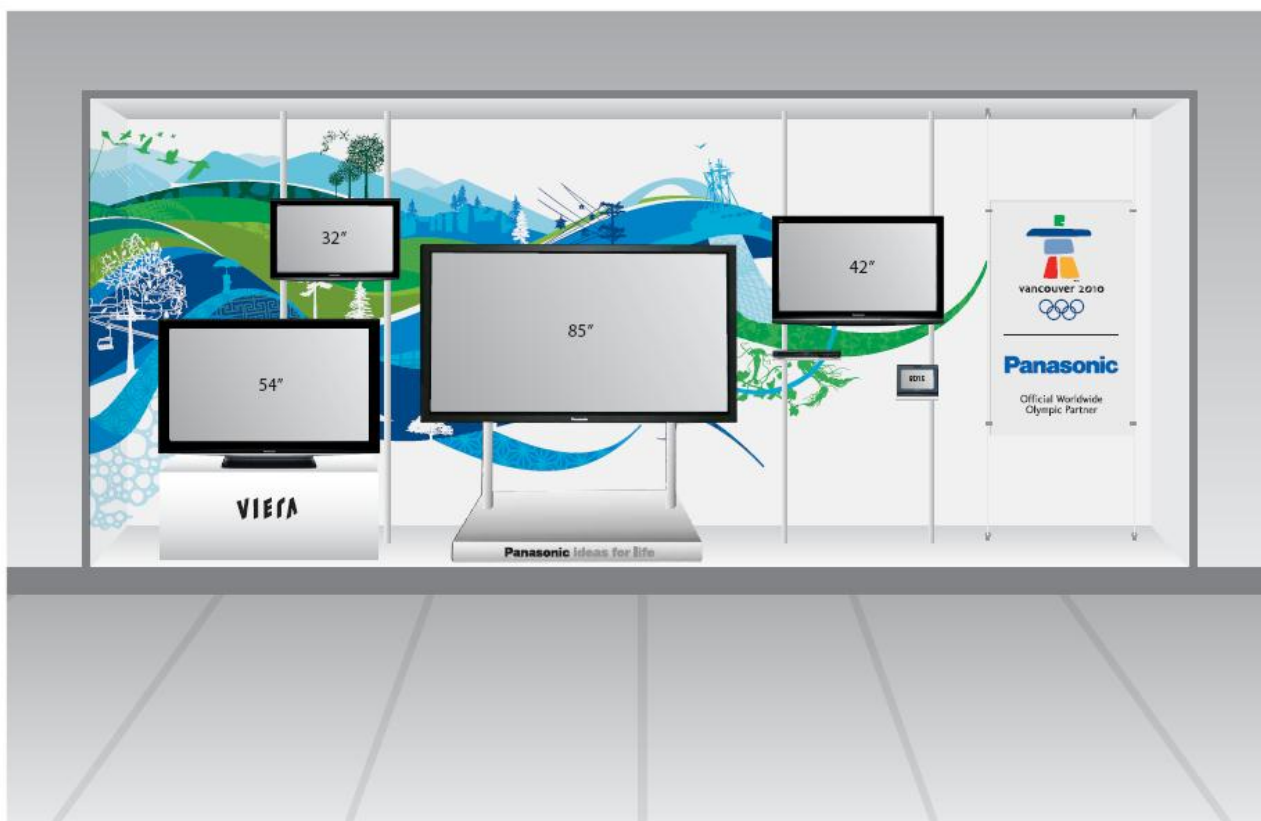




Panasonic Window Display @ Bay Bloor Radio in Toronto

Region/Country : Canada

Files : PANM1918_1.pdf





shop window Fast Shop

Region/Country : Brazil

Files : PANM10728_1.jpg / PANM10728_2.jpg





GAV Catalogue

Region/Country : Europe

Files : PANM1664_1.pdf



Since becoming a member of The Olympic Partners programme (TOP) for the 1988 Olympic Winter Games in Calgary, Panasonic has actively supported the Olympic Games. And as a TOP member, we fully support the ideals of the Olympic Movement, which strives to promote world peace through its various activities. That is why we bring the passion and performance of top athletes to your home with state-of-the-art audio and visual products.

Creating excitement at Olympic venues

Panasonic supplies large video screens, professional audio systems, projectors and other AV equipment to sporting venues throughout the Games - so live audiences can enjoy the sights and sounds of the athletes' performances. We also contribute to the exciting Opening and Closing Ceremonies with our advanced audio and video technologies.



Delivering Olympic Games excitement to the world

Not only is Panasonic video equipment used throughout the various athletic venues - our video monitors, editors and other broadcast equipment is also used at the International Broadcast Centre (IBC).



Enjoying Olympic Games excitement at home

Panasonic delivers the dreams and excitement of the Olympic Games to your home. Enjoy the athletes' memorable performances on a large, high-quality VIERA TV, experience life-like sensations with a Panasonic home theatre system - and record or replay scenes whenever you like with one of our DVD or Blu-ray Disc™ recorders. High-speed storage media also makes it possible to watch videos or view photos when out and about with an SD Card camcorder or LUMIX digital camera.



Catalogue Lumix

Region/Country : Americas Peru

Files : PANM10738_1.jpg



Great Lenses Make Great Cameras.
LUMIX

Panasonic
ideas for life

LUMIX
2012 CÁMARAS DIGITALES





RUSH Retail Circular (6th Ave Electronics)

Region/Country : United States of America

Files : PANM1088_1.pdf

100 Days

Until The 2008 Summer Olympic Games

Tuesday, April 29, 5-7pm

Come meet 1000 Olympic gold medalist Kerri Strug at 6th Avenue Electronics on Rt. 17 North in Paramus

Official Worldwide Olympic Partner

Panasonic

Get your family ready for the first **HD Olympic Games**

See it on a Panasonic **VIERA** HD TV

KERRI STRUG

32" VIERA Microscreen 1080p High Definition Plasma TV

• 1080p resolution

• 120Hz refresh rate

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

\$2499

TOP RATED

32" Microscreen 1080p High Definition Plasma TV

• 1080p resolution

• 120Hz refresh rate

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

\$4499

30" VIERA Microscreen 1080p High Definition Plasma TV

• 1080p resolution

• 120Hz refresh rate

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

\$2199

30" VIERA Microscreen 1080p High Definition Plasma TV

• 1080p resolution

• 120Hz refresh rate

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

\$2199

30" VIERA Microscreen 1080p High Definition Plasma TV

• 1080p resolution

• 120Hz refresh rate

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

\$1199

30" VIERA Microscreen 1080p High Definition Plasma TV

• 1080p resolution

• 120Hz refresh rate

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

• 100,000 hours lifetime

\$2199

SIXTH AVENUE ELECTRONICS

PARAMUS, NJ
530 Route 17 North
(201) 597-4520

PARAMUS, NJ
331 Route 4 West
(201) 480-7339

Event Dates: Tuesday 11:00-12:00, Wednesday 12:00-1:00, Thursday 12:00-1:00, Friday 12:00-1:00, Saturday 12:00-1:00, Sunday 12:00-1:00
 Park, NJ — Oak Park, NJ — Cranford, NJ — East Brunswick, NJ — Jersey City, NJ — Livingston, NJ — Springfield, NJ — West Long Branch, NJ — West Paterson, NJ — Woodbridge, NJ
 All other locations are subject to change without notice. ©2008 Panasonic. All rights reserved. Panasonic is a registered trademark of the Panasonic Group.



Urgent VIERA Ad in UAE

Region/Country : United Arab Emirates

Files : PANM1311_1.PDF

VIERA **Panasonic**
ideas for life

Beijing 2008
Panasonic
Official Sponsor

Unbelievable Price Offer!

~~2,799~~
2,499 Dhs

32" HD

32" High Definition LCD TV
TX32LX75XA

- 1366 x 768 Pixels
- Progressive Scan
- VIERA Link
- 2 HDMI Inputs
- PC Input
- Headphone Jack

FREE
Wall Bracket
Delivery +
Installation

IPS Alpha Panel
for Crisp &
Beautiful pictures

CARE
24/7

AL-FUTTAIM WORLD OF VALUE

Al-Futtaim panotech AVAILABLE AT ALL LEADING ELECTRONICS STORES **800-7244**

Al-Futtaim group company www.al-futtaim.com



Sales Handout design

Region/Country : Canada

Flyer for Olympic family and Olympic partner of Panasonic branch of the host country.

Files : PANM1539_1.pdf

Panasonic
Ideas For Life

PANASONIC SUPPORTS ALL YOUR AUDIO VISUAL NEEDS FOR THE VANCOUVER 2010 OLYMPIC WINTER GAMES

Panasonic is the official Worldwide Olympic Partner of Audio and Video Equipment for the Vancouver 2010 Olympic Winter Games. We are pleased to offer all Olympic Partners (Sponsors and Government stakeholders) preferred pricing on our following products:

- LCD and Plasma Consumer TVs
- Plasma Digital Displays
- World's Largest Plasma 103 inch (for rent or purchase)
- Projectors
- HD Camcorders
- Blu-ray and DVD Players
- CCTV Security Cameras and Recorders
- Lumix Digital Cameras
- and much more...

Whether you require the World's Largest Plasma to capture the attention of your hospitality guests, digital signage for advertising at your venue or security cameras to protect your Celebration Site, we would be pleased to support you.

OUR SERVICES INCLUDE:

- Needs assessment
- Provision of product information
- Timely Quotes reflecting EXCLUSIVE pricing to Olympic Partners
- Exceptional Customer Service

PLEASE CONTACT THE PANASONIC VANCOUVER 2010 TEAM:

Tor Henderson Tel: 604-726-5870
Email: thenderson@ca.panasonic.com

Kelly Phillips Tel: 604-403-2937
Email: kphilips@ca.panasonic.com

WE LOOK FORWARD TO MEETING WITH YOU!

Panasonic
Official Worldwide Olympic Partner
panasonic.ca



One-page Sales Handout for Lumix & SD Card

Region/Country : Canada

Files : PANM1670_1.pdf

CAPTURE YOUR OLYMPIC MEMORIES WITH PANASONIC

Panasonic Official Products for the Vancouver 2010 Olympic Games are Ideal for Corporate & VIP gifting, Promotions & Giveaways and Hospitality Programs. All Olympic Partners qualify for discounted pricing.

To purchase or for more information, please contact the Panasonic Vancouver 2010 Team:

Jodie Jacobsen
(604) 204-3233
jjacobsen@ca.panasonic.com

Kelly Phillips
(604) 403-2937
kphillips@ca.panasonic.com

Tor Henderson
(604) 726-5870
thenderson@ca.panasonic.com

LUMIX®

OFFICIAL DIGITAL CAMERA OF THE OLYMPIC GAMES

- 12 Megapixels
- 8x Optical Zoom & 25mm wide angle
- 2.7" LCD
- Power Optical Image Stabilizer
- Ultra high speed auto focus
- Improved Face Recognition feature

SDHC MEMORY CARD

- Class 10
- Made in Japan; 10 Year Warranty
- Ideal for Burst shooting, High Definition video recording and fast transfer to PC
- Handle extreme temperatures from -25 to 85 degrees Celsius
- Available in:
4GB Single Package,
4GB Twin Pack and
8GB Single Package

Panasonic

Official Digital Camera of the Olympic Games



Panasonic Ad on Best Buy Flyer

Region/Country : Canada

Files : PANM1902_1.jpg/ PANM1902_2.JPG

CHEER ON CANADA WITH THIS PANASONIC 2010 FAN PACK

RECEIVE A BONUS PANASONIC 2010 FAN PACK WITH PURCHASE OF ANY PANASONIC PLASMA TV

Receive a Bonus Panasonic 2010 Fan Pack with purchase of any Panasonic Plasma TV. Available in-store only while supplies last.

Panasonic 46" 1080p Plasma HDTV SAVE XX XXXX⁹⁹

Panasonic 42" 1080p Plasma HDTV SAVE XX XXXX⁹⁹

Panasonic 50" 1080p Plasma HDTV SAVE XX XXXX⁹⁹

Panasonic Blu-ray Disc Player SAVE XX XX⁹⁹

Panasonic 1.1 Megapixel Digital Camcorder SAVE XX XXXX⁹⁹

Panasonic 428 High Speed SDC Memory Card SAVE XX XX⁹⁹

Panasonic 8GB High Speed SDC Memory Card SAVE XX XX⁹⁹

Panasonic 16GB High Speed SDC Memory Card SAVE XX XX⁹⁹

Panasonic 10" 1080p Plasma HDTV SAVE XX XXXX⁹⁹

Panasonic 1080p High Speed SDC Memory Card SAVE XX XX⁹⁹

Panasonic 16GB High Speed SDC Memory Card SAVE XX XX⁹⁹

FPO [VISA PROMO]

CHEER ON CANADA WITH THIS PANASONIC 2010 FAN PACK

RECEIVE A BONUS PANASONIC 2010 FAN PACK WITH PURCHASE OF ANY PANASONIC PLASMA TV

Receive a Bonus Panasonic 2010 Fan Pack with purchase of any Panasonic Plasma TV. Available in-store only while supplies last.

Panasonic 46" 1080p Plasma HDTV SAVE XX XXXX⁹⁹

Panasonic 42" 1080p Plasma HDTV SAVE XX XXXX⁹⁹

Panasonic 50" 1080p Plasma HDTV SAVE XX XXXX⁹⁹

Panasonic Blu-ray Disc Player SAVE XX XX⁹⁹

Panasonic 1.1 Megapixel Digital Camcorder SAVE XX XXXX⁹⁹

Panasonic 428 High Speed SDC Memory Card SAVE XX XX⁹⁹

Panasonic 8GB High Speed SDC Memory Card SAVE XX XX⁹⁹

Panasonic 16GB High Speed SDC Memory Card SAVE XX XX⁹⁹

Panasonic 10" 1080p Plasma HDTV SAVE XX XXXX⁹⁹

Panasonic 1080p High Speed SDC Memory Card SAVE XX XX⁹⁹

Panasonic 16GB High Speed SDC Memory Card SAVE XX XX⁹⁹

FPO [VISA PROMO]




Best Buy Olympic flyer


Region/Country : Canada

Files : PANM10754_1.jpg

GET READY FOR THE SUMMER GAMES




47" 1080p 120Hz 3D LED HDTV
TCL47E15 Web Code: 10198417




SAVE 'XXX
XXX⁹⁹
AFTER SAVINGS




FREE 16GB PANASONIC OLYMPIC MEMORY CARD WITH PURCHASE OF ANY PANASONIC HDTV







47" 1080p 120Hz 3D LED HDTV
TCL47E15 Web Code: 10198417







SAVE 'XXX
XXX⁹⁹
AFTER SAVINGS




Official Worldwide Olympic Partner



COLLECTOR'S EDITION OLYMPIC MEMORY CARDS
COLLECT ALL 4


 4GB SAVE 'XXX XX⁹⁹	 8GB SAVE 'XXX XX⁹⁹	 16GB SAVE 'XXX XX⁹⁹	 32GB SAVE 'XXX XX⁹⁹
--	--	---	---



DMGZS 12.1 Megapixel Digital Camera
• 24mm wide-angle lens
Black Web Code: 101984716

SAVE 'XXX
XXX⁹⁹

1080p	7?x	??."	1080p
HD VIDEO	OPTICAL VIEWFINDER	SCREEN	HD VIDEO



Full High-Definition Flash Camcorder
• 3D-ready
HD3000BK Black Web Code: 10198073

SAVE 'XXX
XXX⁹⁹

1080p	7?x	??."
HD VIDEO	OPTICAL VIEWFINDER	SCREEN

Prices and payments are subject to applicable taxes before programming credits. Prices and offers good **Month XX through Month XX, 2012**. References to savings or sale prices are comparisons to Best Buy Canada regular prices. (00) 13

Rort al labor sacrosancto mos exange rovocent re, quia vrepudam, quatemperis expugliatem latio et etum libas. Casaque ad deloria tempus dafel idelencia sistem. At maasimur? E quam, quario rumpant lab inelle nitatar, que maisseendest lata imodi beatur? hatem. Ficipie niscien hicitate et accep ma sit, sapitit stibus reparete eris andelique nonsequis doluglio. Nequid qui conseram fuga. Istempnis aspelli volupta temporem. Inus con nam, ut mi, verforibus deluteum. Inat alicen isquost etur?



Dealer Catalogue 2012

Region/Country : Mexico

Files : PANM10887_1.jpg

Calidad en Imagen y Sonido

TC-L32X5X
 32"
 IPS LEO, Media Player, USB Photo Gallery

TC-L42U5X
 42"
 Blu-ray, USB Playback, HDMI x3

TC-L32C5X
 32"
 USB Playback, HDMI x2, USB

SC-AK14LM-K
PowerLive
 music port, USB, SONIDO DE BAJA FRECUENCIA DE BAJA CORTA ESTEREO

SC-AK72LM-K
PowerLive
 USB Recording, 500GB, 510

Panasonic
 Official Worldwide Olympic Partner



Leaflet design for JAPAN

Region/Country : Japan

Files : PANM0672_1.ppt

Leaflet design

<Change point>

Head Copy:
Beijing Olympic Games memory goods are won by a quiz!

今年2008年オリンピックの開催地は?
TOP3を記入し、C.E.T.F.C.B.L.
A.1.東京 2.北京 3.ソウル

正解

住所

電話番号

※記入された応募商品は、抽選で当選します。

店名欄

見本



DM set for JAPAN

Region/Country : Japan

Files : PANM0732_1.jpg/ PANM0732_10.jpg/
PANM0732_2.jpg/ PANM0732_3.jpg/
PANM0732_4.jpg/ PANM0732_5.JPG/
PANM0732_6.JPG/ PANM0732_7.JPG/
PANM0732_8.JPG/ PANM0732_9.jpg

感動の映像を…
キレイなまま残そう! **DIGA No.1**

2008年 8月8日～ 北京オリンピック開催

いつもお世話になっております! OOでんきのOOと申します!!

突然ですが! いよいよ4年に1度のビッグイベントである**北京オリンピック**がスタートします! 柔道・野球に様々なスポーツが盛りだくさんで楽しみですよ。

ちなみに… 今回の北京オリンピックは収録から放送まで、すべて**ハイビジョン**で行われる**初めてのオリンピック**なんです! 選手の汗やひたむきに頑張る表情など、オリンピックの感動を**パナソニックのディーガ**で**キレイなまま残しましょう!!**

そこで… 公式スポンサーのパナソニックも、オリンピックに向けてお得な商品をご用意させて頂きました!!
これで安心してお楽しみ頂けると思います!!

ぜひこの機会にディーガをお求めください!!



Envelope design for JAPAN

Region/Country : Japan

Files : PANM0766_1.pdf/ PANM0766_2.ppt



Useful information

For Beijing Olympic Games,
Watch on Full high definition TV VIERA.
Record on full high definition recorder DIGA

National Panasonic fair.

Panasonic Olympic Marketing
Case Study Book

Model Cases

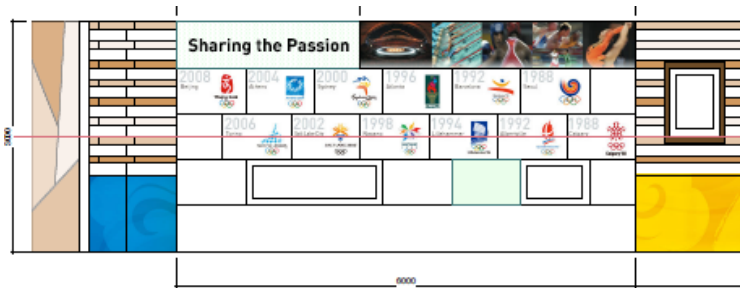
Exhibition



INTER BEE 2007 Booth for JAPAN

Region/Country : Japan

Files : PANM0671_1.pdf/ PANM0671_2.pdf/
PANM0671_3.pdf/ PANM0671_4.pdf

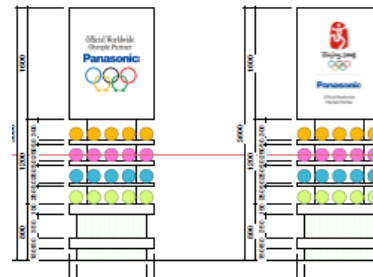
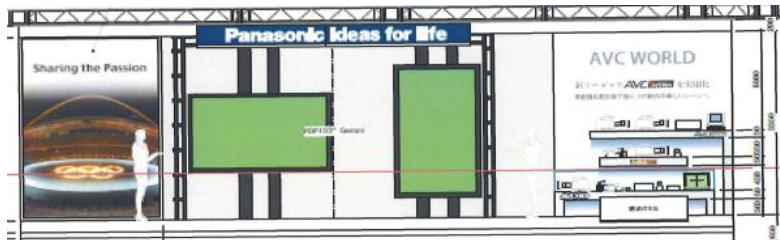


Official Worldwide Olympic Partner
Panasonic

パナソニックはハイビジョン技術で北京オリンピックをサポートします

Sharing the Passion

Venue: 会場でも感動を演出
Broadcast: 放送技術で感動を伝える
Home: 家庭でも感動を再演する



Summer Games		Winter Games	
2008	Beijing	2006	Torino
2004	Athens	2002	Salt Lake City
2000	Sydney	1998	Nagano
1996	Atlanta	1994	Lillehammer
1992	Barcelona	1992	Albertville
1988	Seoul	1988	Calgary

Official Worldwide Olympic Partner
Panasonic

Olympic Marketing Strategy 2007-2014
Building Community

W300xH900mm

W300xH1200mm





CCBN showcasing design

Region/Country : People's Republic of China

Files : PANM0956_1.ppt



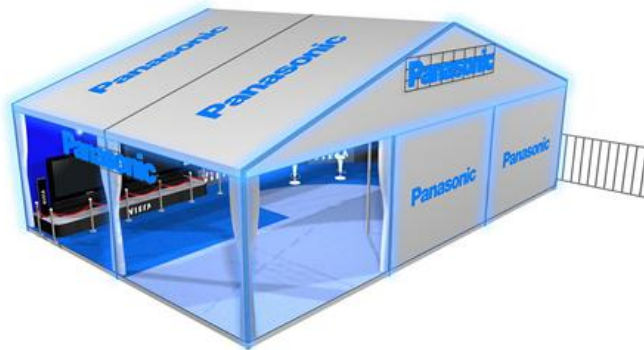


Booth design in Qingdao roadshow

Region/Country : People's Republic of China

Files : PANM1468_1.ppt

Booth whole image



TV showcasing area with Olympic logo



Other Olympic logo in TV showcasing area





Exhibition booth at Consumer Electronic and Photo Expo in Moscow

Region/Country : Russia

Files : PANM10557_1.JPG/ PANM10557_2.jpg/
PANM10557_3.jpg/ PANM10557_4.jpg/
PANM10557_5.pdf





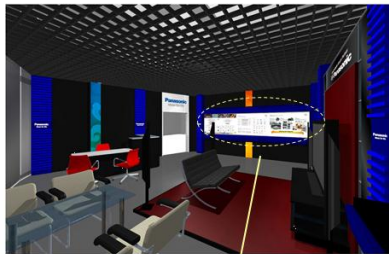
Panasonic HD showroom design in MPC

Region/Country : People's Republic of China

Files : PANM1290_1.ppt

Up-close for Panasonic HD showroom

MPCオリンピック会場展示中心 (国東館2F展示/広聴/広聴部) Panasonic



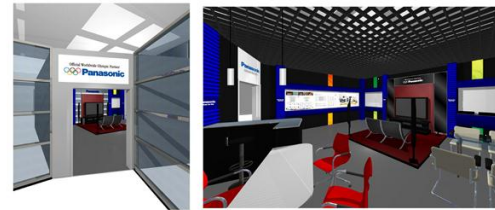
This panel has some information for the history of Panasonic support Olympic Games in the past 20 years.

And also some information for the Panasonic sponsor products used in the Olympic venue, broadcasting center and home.



Panasonic HD showroom

MPCオリンピック会場展示中心 (国東館2F展示/広聴/広聴部) Panasonic



entrance

Showroom interior



Another direction for up-close for Panasonic HD showroom

MPCオリンピック会場展示中心 (国東館2F展示/広聴/広聴部) Panasonic



103" PDP in MPC hall in 1F with Olympic logo Panel





design for showroom activity with Olympic logo

Region/Country : People's Republic of China

Files : PANM1444_1.ppt

Effect picture for the sport playground



DM (two side)

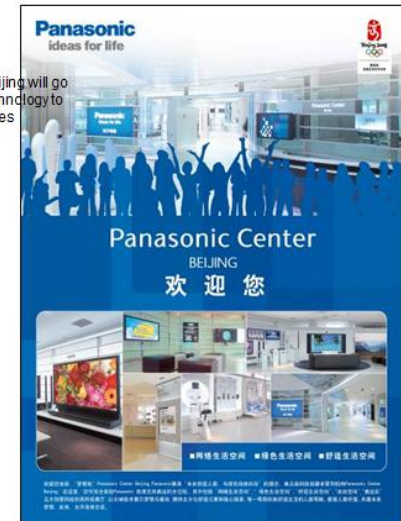
2008 is the year of Beijing Olympic Game, would like to have a try?

Come to Panasonic Center Beijing to achieve that!

There are passion sport playground, Image parade etc. Experience the high-tech technology here.



Panasonic Center Beijing will go with you to Image technology to win the Olympic Games





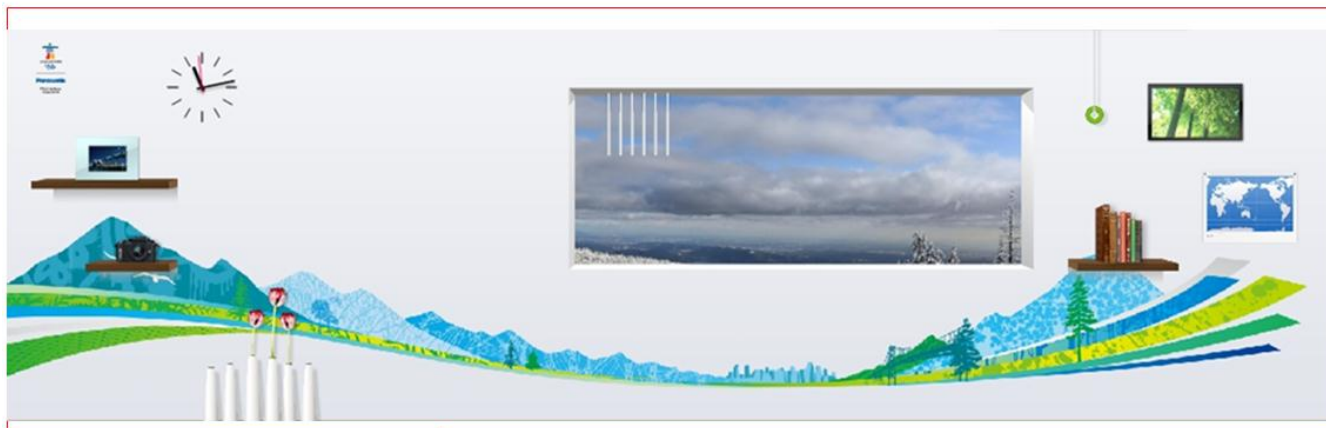
P-Center additional for JAPAN

Region/Country : Japan

Files : PANM1890_1.ppt

Rollout at Panasonic exhibition venue (Panasonic Center TOKYO)
From mid-January to the end of March

This is an additional application for the PANM1855.



The clock shall be a non-brand item.

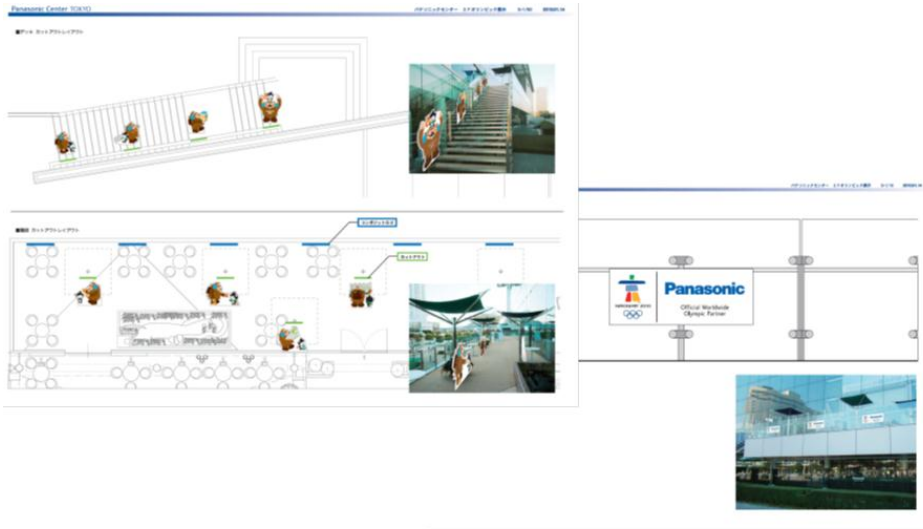
This is the design for the video to be projected.
A wall-like design representing the inside of
a room will be projected in video form.



Panasonic Center Tokyo tools for JAPAN

Region/Country : Japan

Files : PANM1928_1.ppt



A board featuring the associated mascots and logos will be placed outside the premises.

Panasonic Center Tokyo Quiz Rally Stamp Card

The stamp rally is explained here. Participants will make their way around five locations within the Panasonic Center, with each of these locations representing a quiz point at which participants will have to answer the question posed.

Stamp area on card for stamp rally

Quiz questions will be based on the Vancouver 2010 Olympic Winter Games.

Participants who answer all quiz questions correctly will be awarded an original notebook.

The stamp card is a tool to be used in the stamp rally for children to be conducted at the Panasonic exhibition venue (Panasonic Center Tokyo).

Panasonic HP banner design



Supporter's WEB site 2010 for the Vancouver

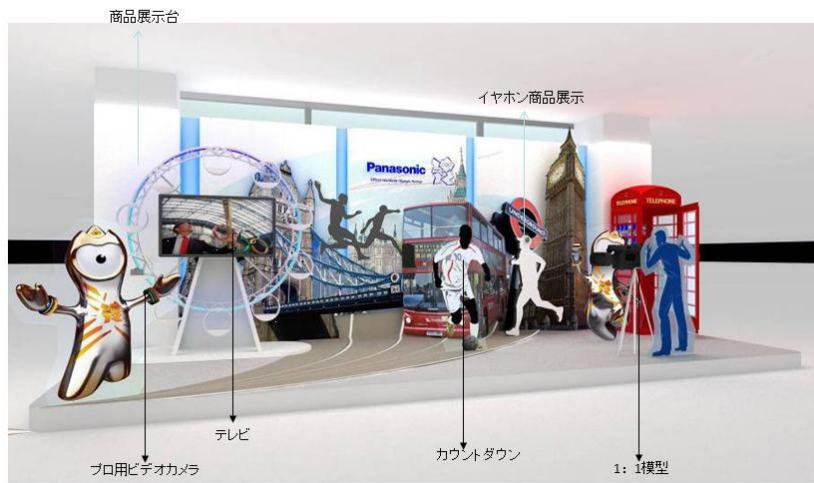


Olympic Show Area in Panasonic Center Beijing

Region/Country : People's Republic of China

Files : PANM10488_1.ppt

全体イメージ



オリンピック歴史ウォールA案



Panasonic Olympic Marketing Case Study Book

Model Cases

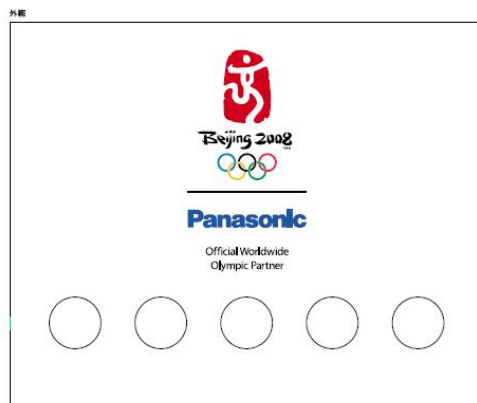
Product



SD Memory card and package

Region/Country : Worldwide

Files : PANP0433_1.ppt/ PANP0433_2.pdf/
PANP0433_3.pdf





PND product design

Region/Country : People's Republic of China

Files : PANM0977_1.ppt



When you turn on the product, you will see the screen with Olympic image.

This sticker contain product information such as model, name, specifications, producers and production date.



At the back of the product has a sticker of Olympic stand-alone logo.



Car Multimedia Press Release for JAPAN

Region/Country : Japan

Files : PANM1065_1.doc/ PANM1065_2.ppt

Press Release for Car Multimedia Special Package



About Commemorative Package Model (summary)

We are offering two types of Special package for a limited time only. The 2008 Olympic Games will be held in Beijing, China starting on August 8th. Running parallel to The Beijing 2008 Olympic Games, Panasonic hopes to accelerate the sales of Car Multimedia particularly digital broadcasting tuner .The special package here will include TU-DTV30(two tuner type) and digital antenna TY-CA230DTF(two tuner type) prepackaged together. Real time enjoyment of the Olympic Games in the backseat of your own car will become possible with these items released in April 2007. The tuner boasts its top-class performance in the industry, compact size, and energy-saving consciousness.



Mark on Products for Vancouver

Region/Country : Canada

This page is not from IOC Approval

Files : Product001_1.pdf

Panasonic Lumix ZR1 Official Olympic Edition For Vancouver 2010



CAPTURE THE SPIRIT OF THE OLYMPIC WINTER GAMES

- Panasonic is the Official Worldwide Olympic Partner of the Vancouver 2010 Olympic Winter Games for SDHC Memory Cards. We are proud to announce the launch of four, distinctive-edition cards in 4 GB, 8 GB and 16 GB capacities, featuring Vancouver 2010 Olympic mascots Quatchi and MiGo. These are available for a limited time only, from September 2009 through January 2010.
- Panasonic is the first manufacturer worldwide to launch SDHC memory cards in the new, higher Speed Class 10 format. Capable of 10 MB/sec minimum sustained transfer speed & 22 MB/sec maximum transfer speed, these cards have been specially designed for unlimited, consecutive shooting (burst mode), high definition video recording and the fastest file transfer ever from card to PC.
- Panasonic's Gold Series Class 10 SDHC cards are the best choice for today's advanced consumer and professional imaging devices, as well as the next generation of digital still cameras and high definition video recorders.

COLLECT THEM ALL

Panasonic's Advanced Features:

- Made in Japan - for outstanding quality control and engineered design.
- Exceptional controller - optimizes data transfer speed efficiency & minimizes card deterioration.
- 10 Year Warranty - our guarantee on every card we make.
- Speed Class rated - all Panasonic SDHC cards include the SDA industry specification to guarantee minimum sustained transfer rates required for certain camera features to work their best.
- All Panasonic SDHC cards can handle extreme temperatures, from -25 to 85 degrees Celsius, making them ideal for taking & keeping pictures stored safely in extreme weather.

Panasonic ideas for life



Mark on Products for London

This page is not from IOC Approval

Region/Country : Great Britain

Files : none

Panasonic Olympic Games Licensed Product

DMC-G3TWIN-2012



Includes a commemorative one-year-to-go £5 coin

HDC-SD90 HD



DMC-S3EB-WA



Also available in black

HX-DC1EB-W



RP-SDU32GD1K



**RP-SDU16GD1K
RP-SDU08GD1K
RP-SDU04GD1K**



**RP-SDU08GD1K
RP-SDU16GD1K
RP-SDU32GD1K
RP-SDU04GD1K**





Portable DVD package

Region/Country : People's Republic of China

Files : PANM0431_1.ppt





Car multimedia package for JAPAN

Region/Country : Japan

Files : PANM0847_1.pdf/ PANM0847_2.ppt

Digital tuner



Liquid color monitor(8V)



Liquid color monitor(7V)



- A Panasonic's car multimedia is for the Beijing Olympic Games.
- B Use Panasonic's full segment TV to watch the Olympic Games.



VIERA Package Design for JAPAN

Region/Country : Japan

Files : PANM1032_1.ppt

Package design for VIERA



IOC Stand-alone Logo will be used.

In order to upgrade our recognition for the sponsorship of The Olympic Games, we would like to add the Olympic logo onto the conventional VIERA design.



Internet TV page design for JAPAN

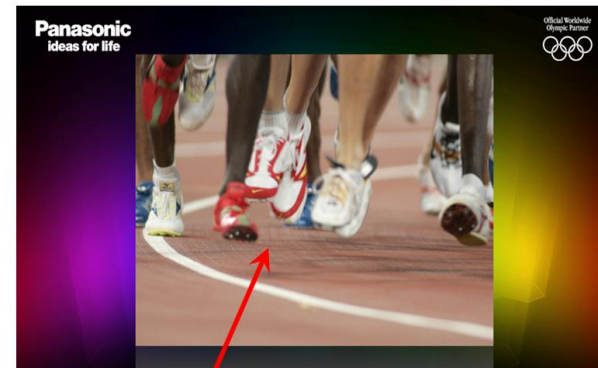
Region/Country : Japan

Files : PANM0922_1.gif/ PANM0922_2.gif/
PANM0922_3.ASF/ PANM0922_4.ASF/
PANM0922_5.ppt



Click here!
Promotion video for the
Olympic Games by Panasonic

Movie play



Contents movie





Special premiums for the ceremony

Region/Country : Worldwide

Files : PANP0482_1.ppt

1. HD camcorder + SD memory card and special case (QTY. 10 set)



Regular model with No Olympic logo



IOC composite logo on the card case and its package



IOC composite logo on the SD memory card for the camcorder.

2. Noise cancelling headphone (QTY. 100)



IOC composite logo on the headphone.



Panasonic Olympic Marketing Case Study Book

Model Cases

NOC



Congratulations London

Region/Country : Great Britain

Files : PANM0058_1.pdf

Banner for announcing the host county of Olympic Games in 2012.





Flag with VIERA for JAPAN

Region/Country : Japan

Files : PANM0857_1.ppt

Flag

We would like to use with TV VIERA.

Please check.



zoom

JOC composite logo



JOC slogan



Exhibition tool for JAPAN

Region/Country : Japan

Files : PANM0946_1.ppt

Sales tools for VIERA(TV) booth

●A3ポスター



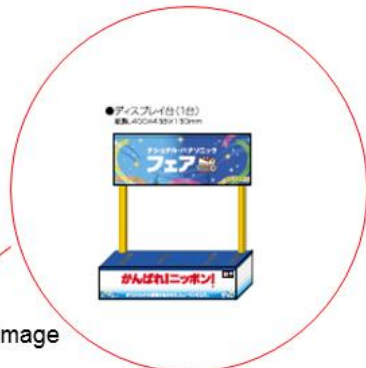
JOC slogan and JOC composite logo have been added.

●のれんPOP



Setting image

●ディスプレイ台(1台)
■型:K004432x130mm



Panasonic Olympic Marketing Case Study Book

Model Cases

Employee Engagement



Torino Premium Banners New (Horizontal/Vertical)

Region/Country : Worldwide

Files : PANP0037_1.pdf/ PANP0037_2.pdf



820mm(L) x 530mm(W)



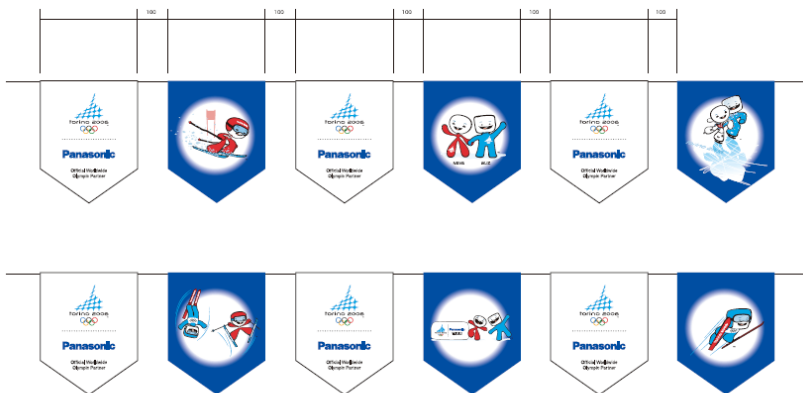
600(L) x 1050(W)mm



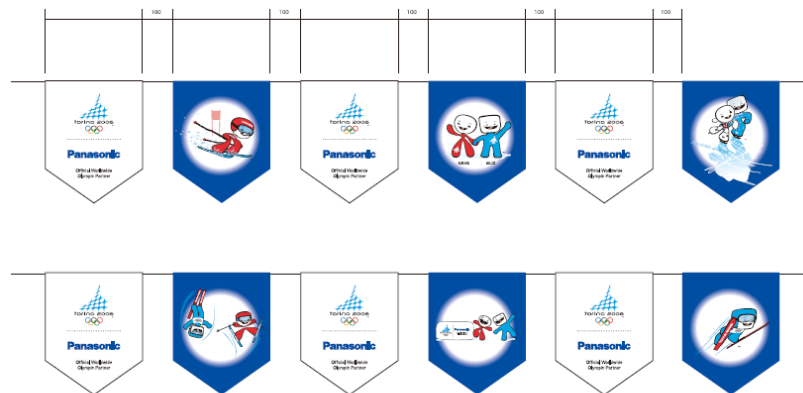
Torino Flag A/B/C/D

Region/Country : Japan

Files : PANP0078_1.jpg/ PANP0078_2.pdf/ PANP0078_3.ppt/ PANP0078_4.pdf/ PANP0078_5.pdf/ PANP0078_6.pdf



フラッグサイズ W320xH400



フラッグサイズ W320xH400



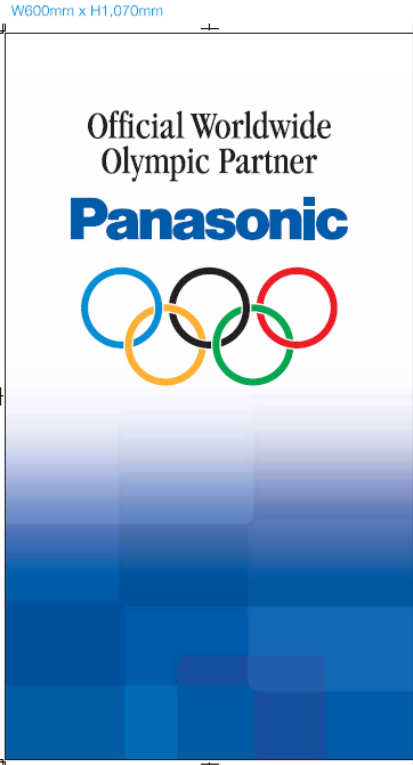
IOC Banner

Region/Country : Worldwide

Files : PANP0817_1.pdf

IOC Banner

2008/01/29



Olympic Symbol	Process Colors	Pantone
	Olympic Blue C100%, M25%	3005
	Olympic Black K100%	426
	Olympic Red M100%, Y100%	182
	Olympic Yellow M84%, Y91%	132
	Olympic Green C100%, Y100%	355
Panasonic Logo		
	Panasonic Blue C100%, M70%	293



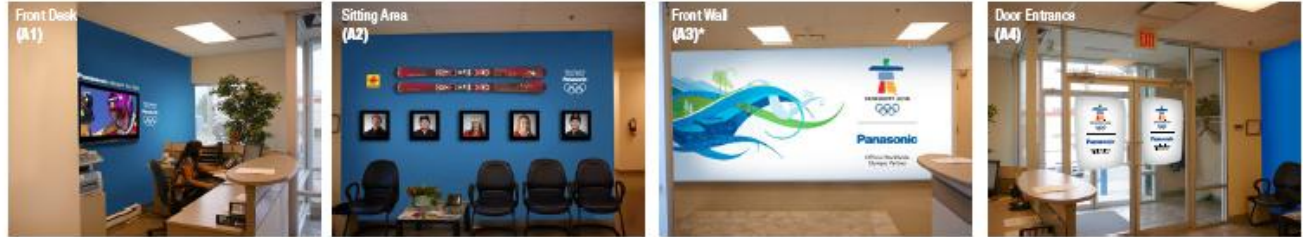
Panasonic Richmond Office Renovation Design

Region/Country : Canada

Files : PANM1546_1.pdf



Richmond BC office
Olympic design book
Concepts Version 1.0

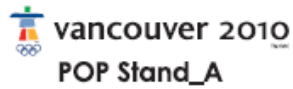




VAN POP JPA

Region/Country : Worldwide

Files : PANP1550_1.pdf



2009/02/03





internal Wallpaper

Region/Country : Europe

Files : PANM1663_1.jpg





Panasonic Olympic Extranet

Region/Country : Worldwide

Files : PANM0319_1.ppt

Panasonic Olympic Marketing Case Study Book

Model Cases

Give Away

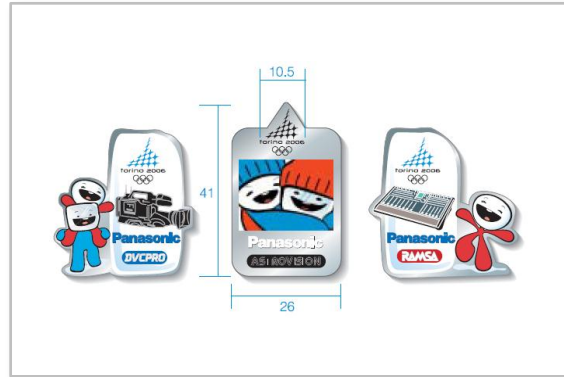
PANP0040.1

**Torino Pins B3**

Region/Country : Worldwide

Files: PANP0040_1.pdf

PANP0058.1

**Torino Pins RAMSA/ASTRO/DVC**

Region/Country : Worldwide

Files: PANP0058_1.pdf/ PANP0058_2.pdf/
PANP0058_3.pdf

PANP0186.1

**BOJ Ryu Pin Badges**

Region/Country : Worldwide

Files: PANP0186_1.pdf

PANP0449.1

**BOJ-L Strada**

Region/Country : Worldwide

Files: PANP0449_1.jpg

PANP0463.1

**BOJ-L Indiv-Red**

Region/Country : Worldwide

Files: PANP0463_1.jpg

PANP0534.1

**BOJ Panasonic 5 Mascots Pin Badges**

Region/Country : Worldwide

Files: PANP0534_1.jpg

PANP0535.1

**BOJ-L VIERA**

Region/Country : Worldwide

Files: PANP0535_1.jpg

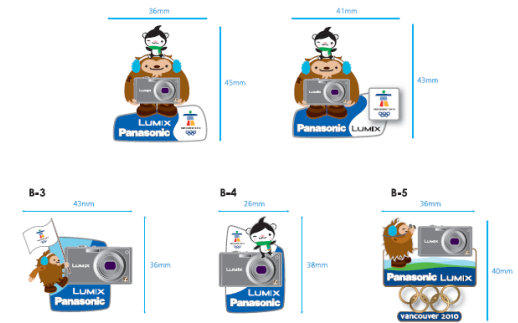
PANP0840.1

**BOJ-L Projectors**

Region/Country : Worldwide

Files: PANP0840_1.pdf

PANP1537.1

**VAN Lapel Pin B/D JPA**

Region/Country : Worldwide

Files: PANP1537_1.pdf/ PANP1537_2.pdf

PANP1552.1

**Urgent ! VAN PSS Lapel Pin 1-4 JPA**

Region/Country : Worldwide

Files: PANP1552_1.pdf

PANP1571.1

**VAN Eco Lapel Pin wz attachment card JPA**

Region/Country : Worldwide

Files: PANP1571_1.pdf

PANP2034.1

**Urgent !! LON-Pin Badges JPA**

Region/Country : Worldwide

Files: PANP2034_1.pdf

PANP0114.3



Lanyard Strap

Region/Country : Worldwide
Files: PANP0114_1.pdf

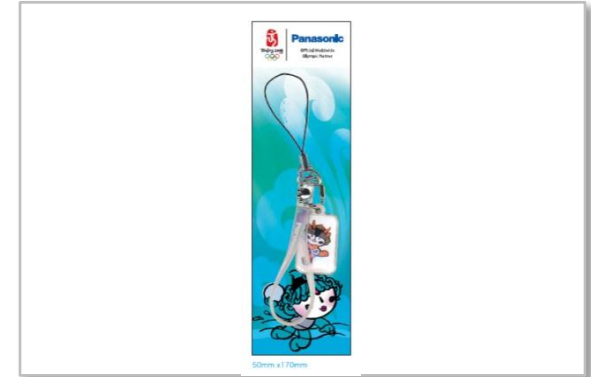
PANP0162.1



AV accessorie strap

Region/Country : Worldwide
Files: PANP0162_1.jpg

PANP0192.1



Package for AV accessorie strap JPA

Region/Country : Worldwide
Files: PANP0192_1.pdf

PANM0442.1



card holder for JAPAN

Region/Country : Japan
Files: PANM0442_1.ppt

PANM0680.1



BOJ-Ticket Holder JPA

Region/Country : People's Republic of China
Files: PANM0680_1.pdf

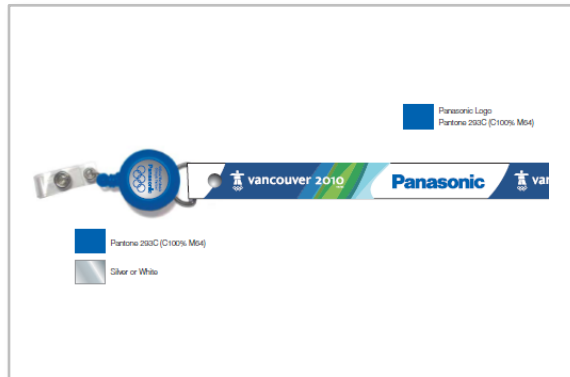
PANP1031.2



RESEND:URGENT Strap Design for JAPAN

Region/Country : Japan
Files: PANP1031_1.pdf

PANP1483.1

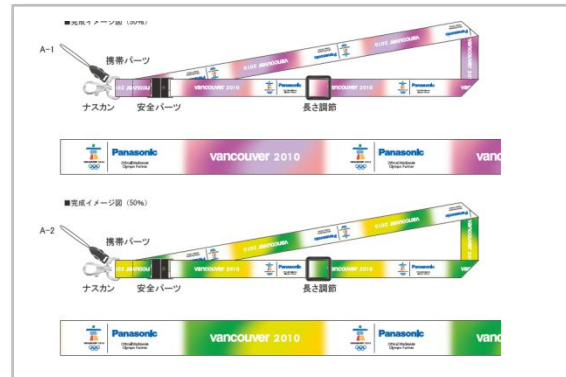


VAN Lanyard Strap JPA

Region/Country : Worldwide

Files: PANP1483_1.pdf

PANP1624.1

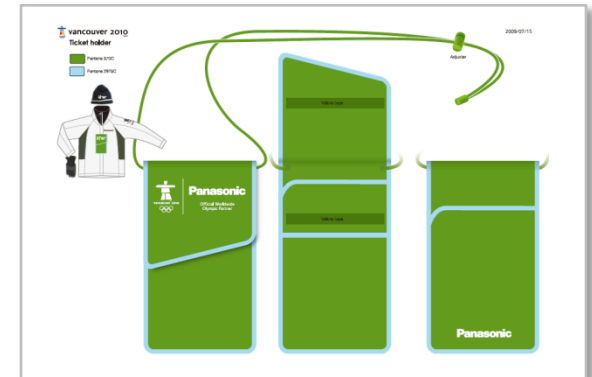


Strap 2 for Japan

Region/Country : Japan

Files: PANP1624_1.pdf

PANP1652.1

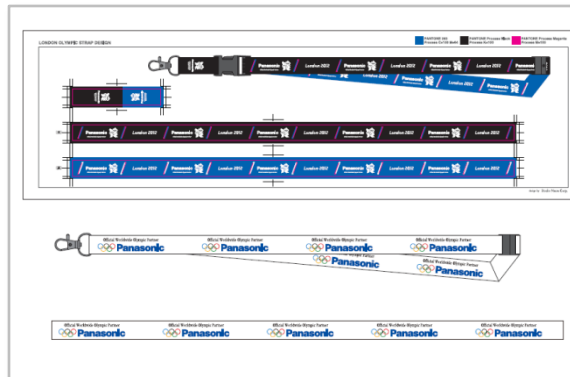


VAN Ticket holder JPA

Region/Country : Canada

Files: PANP1652_1.pdf

PANP2121.1/PANP2122.1

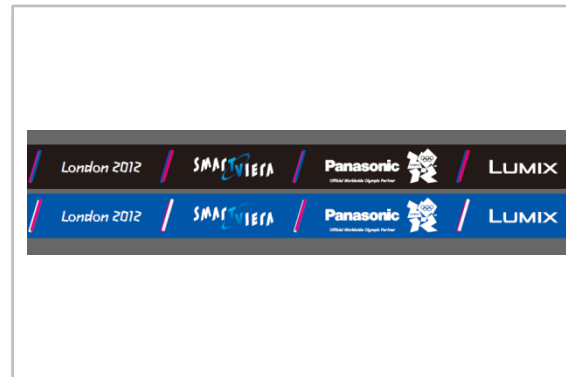


LON Lanyard Strap JPA

Region/Country : Worldwide

Files: PANP2121_1.pdf/ PANP2121_2.pdf
PANP2122_1.pdf/ PANP2122_2.pdf

PANP10500.1



Panasonic Lanyard

Region/Country : Denmark, Finland, Norway, Sweden

Files: PANP10500_1.pdf

PANP10390.2



London -Luggage tag JPA

Region/Country : Denmark, Finland, Norway, Sweden

Files: PANP10390_1.pdf / PANP10390_2.pdf

PANM0027.1



Torino Key-chain

Region/Country : Japan
Files: PANM0027_1.pdf

PANP0046.2



Torino Key Holder 1 & 3

Region/Country : Worldwide
Files: PANP0046_1.pdf/ PANP0046_2.pdf/
PANP0046_3.xls

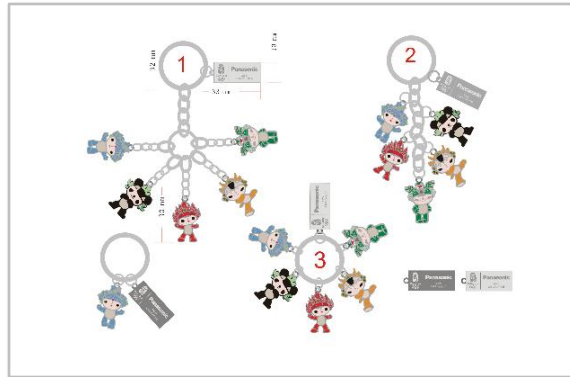
PANP0118.1



key ring with mascot image

Region/Country : People's Republic of China
Files: PANP0118_1.ppt

PANP0147.1



metal key holder (revised.1)

Region/Country : People's Republic of China
Files: PANP0147_1.jpg

PANP0153.1



key holder (TBD)

Region/Country : People's Republic of China
Files: PANP0153_1.ppt

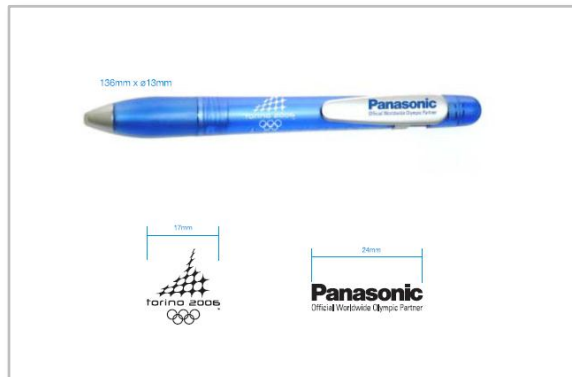
PANP0163.1



BOJ Key Holder JPA

Region/Country : Worldwide
Files: PANP0163_1.ppt

PANP0053.1



Torino Pen

Region/Country : Worldwide

Files: PANP0053_1.pdf

PANP0088.1

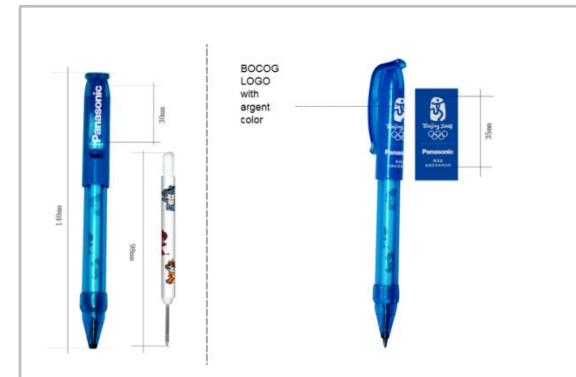


Torino ball point pen-DVC

Region/Country : Worldwide

Files: PANP0088_1.ppt

PANP0117.1



ball-pen with composite logo and mascot

Region/Country : People's Republic of China

Files: PANP0117_1.ppt

PANP0169.1

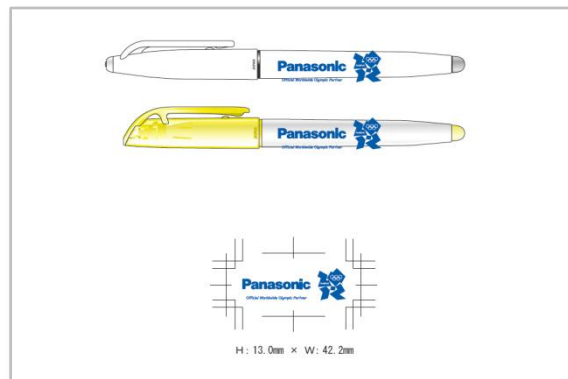


BOJ Ball Point Pen B JPA

Region/Country : Worldwide

Files: PANP0169_1.jpg

PANP2149.1



LON Ball point pen and marker JPA

Region/Country : Worldwide

Files: PANP2149_1.doc/PANP2149_2.pdf

PANP10580.1

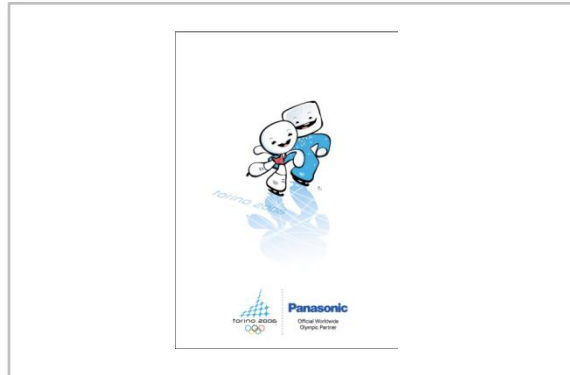


ball-point pen for Japan

Region/Country : Japan

Files: PANP10580_1.ppt

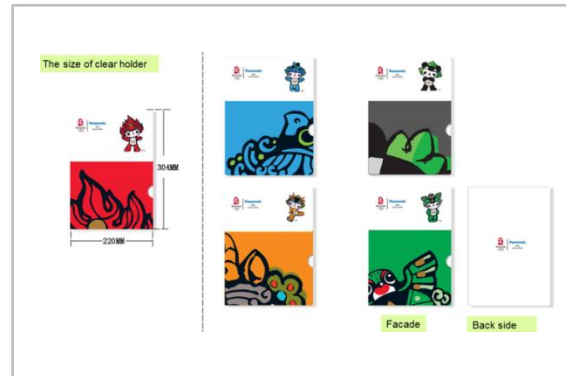
PANM0026.1

**Torino Clear File**

Region/Country : Japan

Files: PANM0026_1.pdf

PANP0119.1

**the clear holder with mascots and composite logo**

Region/Country : People's Republic of China

Files: PANP0119_1.ppt

PANM0287.1

**Beijing Clear holder**

Region/Country : Worldwide

Files: PANM0287_1.jpg

PANP1494.1

**VAN Clear Holder JPA**

Region/Country : Worldwide

Files: PANP1494_1.pdf

PANP2129.1

**LON Clear folder JPA**

Region/Country : Worldwide

Files: PANP2129_1.zip

PANP10750.1

**Clear file for japan**

Region/Country : Worldwide

Files: PANP10750_1.pdf

PANM0013.1



Torino Paper bag

Region/Country : Worldwide

Files: PANM0013_1.pdf

PANP0120.1



paper bag with another composite logo

Region/Country : People's Republic of China

Files: PANP0120_1.ppt

PANM0333.1

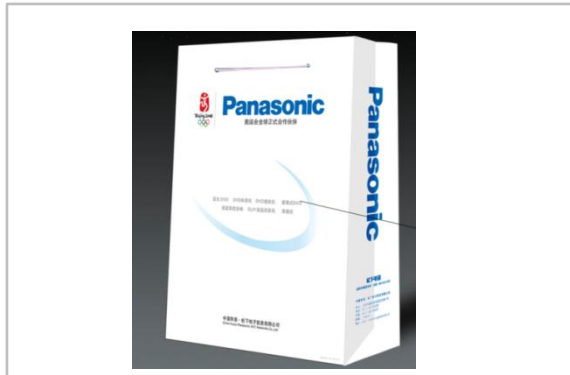


paper bag with mascot and Olympic logo

Region/Country : People's Republic of China

Files: PANM0333_1.jpg

PANM0647.1



paper bag

Region/Country : People's Republic of China

Files: PANM0647_1.ppt

PANM1241.1



Paper bag for projector promotion

Region/Country : Asia People's Repub

Files: PANM1241_1.ppt

PANP1480.1

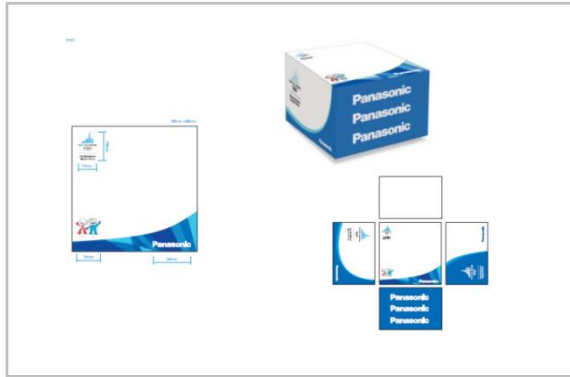


VAN Paper Bag JPA

Region/Country : Worldwide

Files: PANP1480_1.pdf

PANP0054.1

**Torino Memo Pad**Region/Country : **Worldwide**

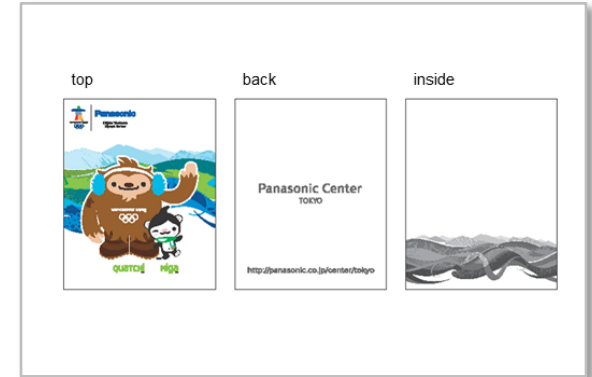
Files: PANP0054_1.pdf/ PANP0054_2.xls

PANP0179.1

**BOJ Memo Pad JPA**Region/Country : **Worldwide**

Files: PANP0179_1.pdf

PANP1933.1

**PCT Memo Pad for Japan**Region/Country : **Japan**

Files: PANP1933_1.ppt

PANP0133.1

**mascot picture frame and the gift box**

Region/Country : People's Republic of China

Files: PANP0133_1.ppt

PANP0166.1

**BOJ Calendar JPA**

Region/Country : Worldwide

Files: PANP0166_1.jpg

PANP0167.1

**BOJ Calculator JPA**

Region/Country : Worldwide

Files: PANP0167_1.jpg

PANP0195.1

**BOJ Clip Magnet JPA**

Region/Country : Worldwide

Files: PANP0195_1.jpg

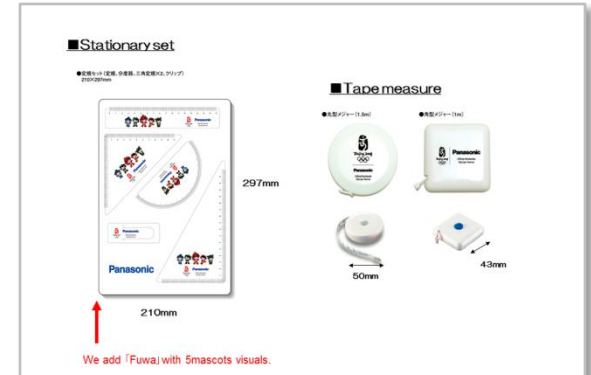
PANM0682.1

**2008 new calendar in China--
updated version2**

Region/Country : People's Republic of China

Files: PANM0682_1.ppt

PANP0791.1

**Jackets etc for JAPAN**

Region/Country : Japan

Files: PANP0791_1.ppt

PANP0056.1



Torino Watch

Region/Country : Worldwide

Files: PANP0056_1.pdf

PANP0060.1



Cubic transparent box for Torino Watch

Region/Country : Worldwide

Files: PANP0060_1.pdf

PANP0181.1



BOJ Watch A and B JPA

Region/Country : Worldwide

Files: PANP0181_1.pdf/ PANP0181_2.pdf

PANP0073.1



Torino Water Bottle & External Box

Region/Country : Worldwide
Files: PANP0073_1.pdf

PANP0454.1



BOJ Mug cup JPA

Region/Country : Worldwide
Files: PANP0454_1.gif

PANP0524.1



Cup and package with Olympic logo

Region/Country : People's Republic of China
Files: PANP0524_1.ppt

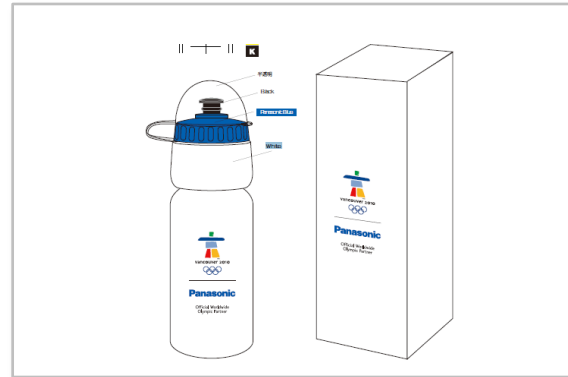
PANP0806.1



Premium mug for JAPAN

Region/Country : Japan
Files: PANP0806_1.ppt

PANP1708.1



Bottle for JAPAN

Region/Country : Japan
Files: PANP1708_1.pdf

PANP1732.1



Premium for Japan

Region/Country : Japan
Files: PANP1732_1.ppt

Give Away

Others

PANM0018.1



Torino Stickers

Region/Country : Worldwide

Files: PANM0018_1.pdf

PANP0062.1



Torino Sunglass/ case/ box

Region/Country : Worldwide

Files: PANP0062_1.pdf/ PANP0062_2.pdf/
PANP0062_3.pdf

PANP0063.1



torino binoculars & Box

Region/Country : Worldwide

Files: PANP0063_1.pdf

PANP0074.1



Torino Sports bag

Region/Country : Worldwide

Files: PANP0074_1.pdf/ PANP0074_2.xls

PANP0137.1



mascot toy package

Region/Country : People's Republic of China

Files: PANP0137_1.jpg/ PANP0137_2.jpg

PANP0158.1

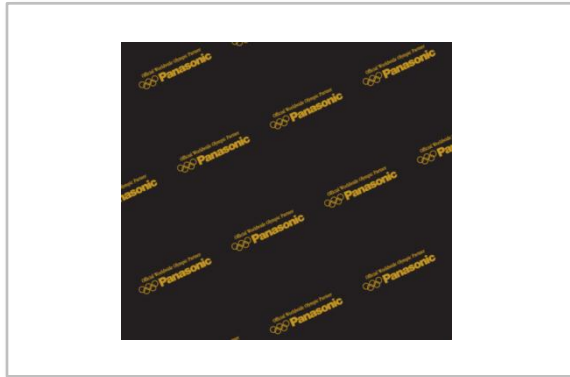


Wine Pourer

Region/Country : Worldwide

Files: PANP0158_1.doc/ PANP0158_2.pdf

PANP0164.1



Wapping paper with Composite logo JPA

Region/Country : Worldwide

Files: PANP0164_1.pdf

PANP0165.1



BOJ Key Holder N JPA(nail clipper)

Region/Country : Worldwide

Files: PANP0165_1.jpg/ PANP0165_2.jpg

PANP0180.1



BOJ Security wire lock JPA

Region/Country : Worldwide

Files: PANP0180_1.1

PANP0182.2



Panasonic AV accessory premium goods

Region/Country : Worldwide

Files: PANP0182_1.pdf

PANP0197.1



BOJ Paper fan JPA

Region/Country : Worldwide

Files: PANP0197_1.pdf

PANP0198.1

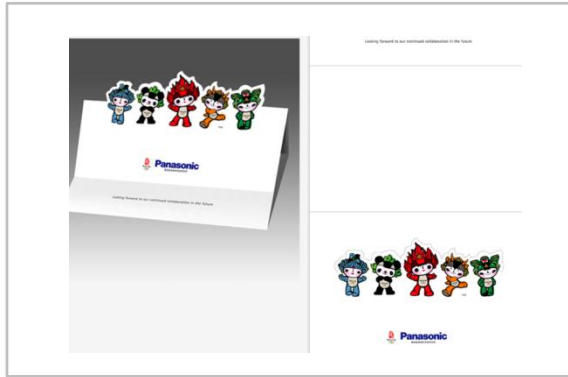


BOJ Binocular with package JPA

Region/Country : Worldwide

Files: PANP0198_1.pdf

PANM0248.1



invitation card with beijing mascot

Region/Country : People's Republic of China
Files: PANM0248_1.ppt

PANP0422.1



bag

Region/Country : People's Republic of China
Files: PANP0422_1.JPG

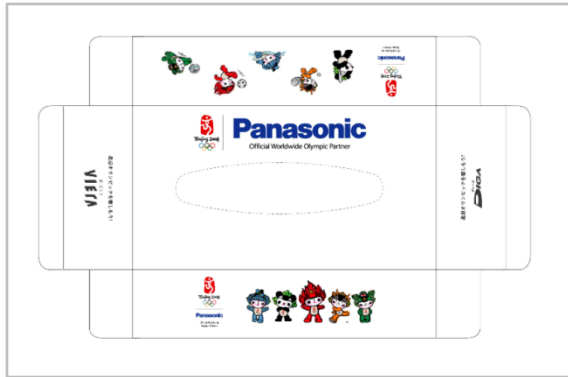
PANP0426.1



BOJ Golf Marker JPA

Region/Country : Worldwide
Files: PANP0426_1.pdf

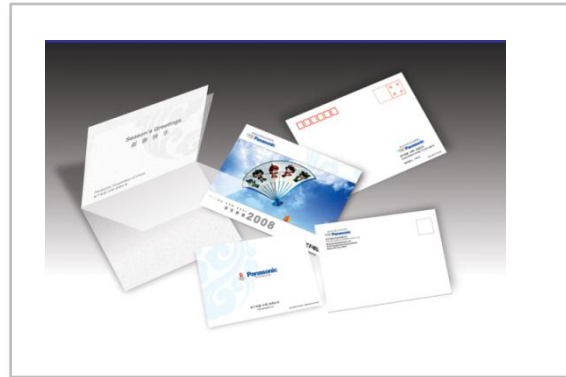
PANP0439.1



Box tissue paper

Region/Country : Japan
Files: PANP0439_1.jpg

PANM0669.1



2008 new year card

Region/Country : People's Republic of China
Files: PANM0669_1.ppt

PANP0675.1



BOJ Luggage Tag JPA

Region/Country : Worldwide
Files: PANP0675_1.pdf

PANP1091.1

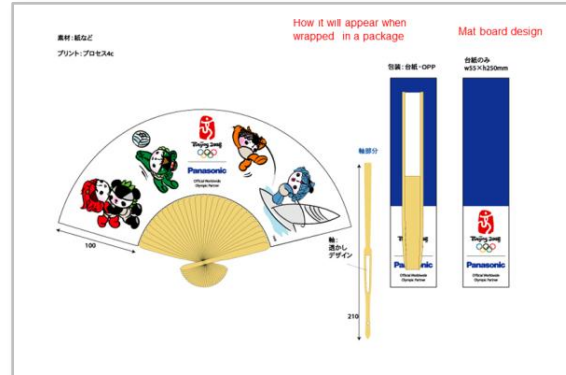


Panasonic Cushion Design for JAPAN

Region/Country : Japan

Files: PANP1091_1.jpg

PANP011051

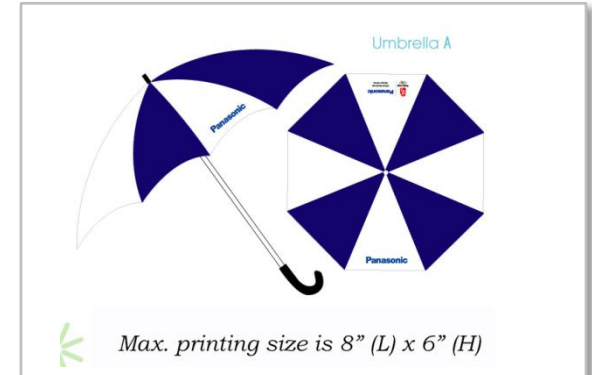


Design of folding fan for JAPAN

Region/Country : Japan

Files: PANP1105_1.ppt

PANP1312.1



Panasonic Olympic Umbrella

Region/Country : Malaysia

Files: PANP1312_1.jpg

PANP10528.1

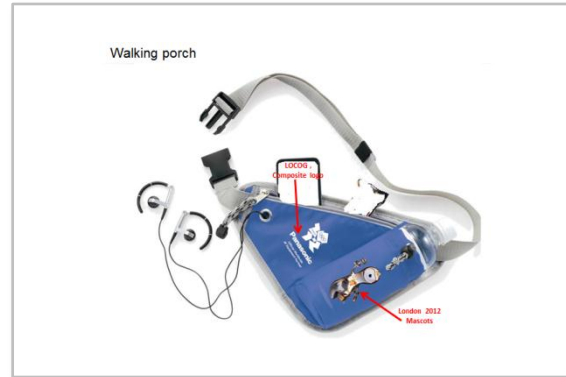


Disc case for japan

Region/Country : Japan

Files: PANP10528_1.pptx

PANP10758.1



Olympic novelty for japan Walking porch

Region/Country : Japan

Files: PANP10758_1.pptx

PANM10475.1



Balloon store front tool

Region/Country : Japan

Files: PANM10475_1.ppt

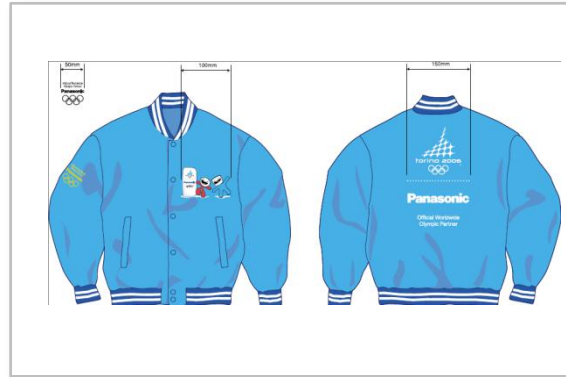
PANP1633.1

**VAN Binoculars JPA**

Region/Country : Canada

Files: PANP1633_1.pdf

PANP1672.1

**VAN Luggage Tag JPA**

Region/Country : Canada

Files: PANP1672_1.pdf

PANP1673.1

**VAN Sling Bag JPA**

Region/Country : Canada

Files: PANP1673_1.pdf

PANP1677.1

**Cloth for JAPAN**

Region/Country : Japan

Files: PANP1677_1.pdf

PANP1730.1

**Dustcloth for JAPAN**

Region/Country : Japan

Files: PANP1730_1.ppt

PANP1757.1

**VAN Sheet cushion JPA**

Region/Country : Canada

Files: PANP1757_1.pdf

PANP0024.1

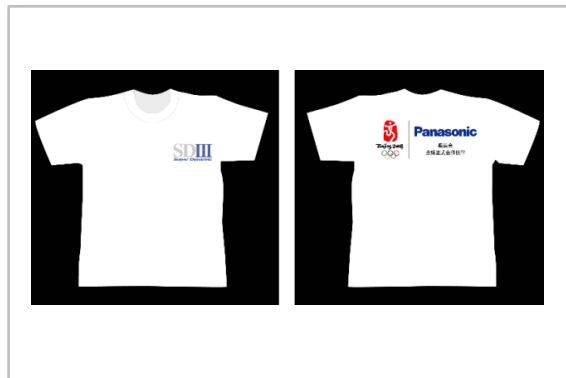


Torino Technology Staff Sweatshirt (FOP)

Region/Country : Italy

Files: PANP0024_1.pdf

PANP0033.2

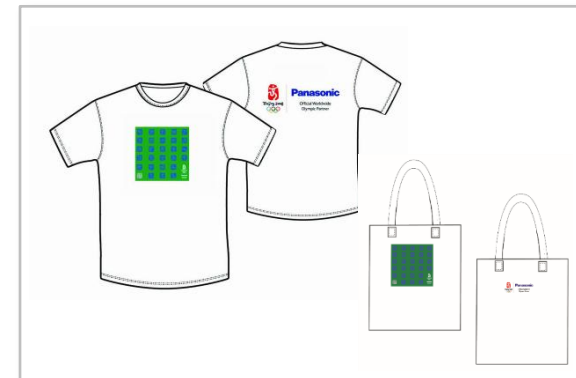


Torino windbreaker 2

Region/Country : Japan

Files: PANP0033_1.pdf

PANP0067.2



Torino T-Shirt C

Region/Country : Worldwide

Files: PANP0067_1.pdf

PANP0077.1



Torino windbreaker A

Region/Country : Japan

Files: PANP0077_1.jpg

PANP0079.1



Torino Jacket SP

Region/Country : Japan

Files: PANP0079_1.jpg

PANP0084.1



Torino Hood sweatshirt

Region/Country : Worldwide

Files: PANP0084_1.pdf

PANM0084.1



Torino Round neck sweatshirt

Region/Country : Italy

Files: PANM0084_1.pdf

PANP0135.1

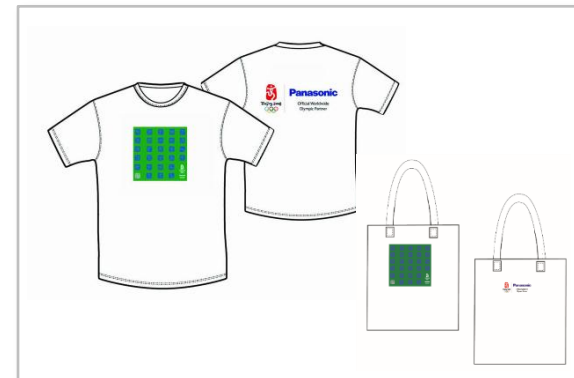


uniform T-shirt give away to security staff

Region/Country : People's Republic of China

Files: PANP0135_1.jpg

PANP0189.1



BOJ Eco T Shirt and Bag JPA

Region/Country : Worldwide

Files: PANP0189_1.jpg/ PANP0189_2.jpg

PANP0193.1



BOJ AD T Shirt JPA

Region/Country : People's Republic of China

Files: PANP0193_1.ppt

PANM0343.1



Beijing uniform polo 2

Region/Country : People's Republic of China

Files: PANM0343_1.ppt

PANM0388.1



Panasonic gansie

Region/Country : Japan

Files: PANM0388_1.jpg

PANP0411.1

**BOJ Premium Polo**

Region/Country : Worldwide

Files: PANP0411_1.pdf

PANM0536.3

**BOJ Staff jacket JPA**

Region/Country : People's Republic of China

Files: PANM0536_1.pdf

PANP0827.1

**Polo shirts for JAPAN**

Region/Country : Japan

Files: PANP0827_1.ppt

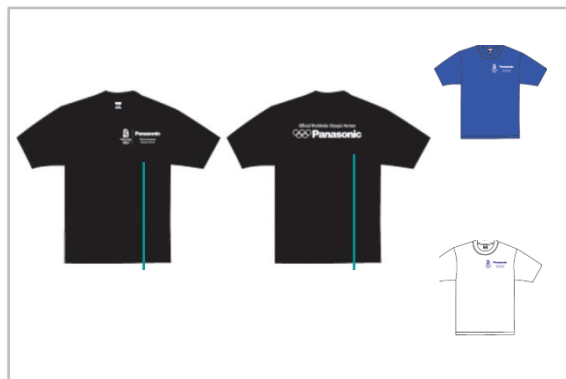
PANP0967.3

****RESEND** Vest design for JAPAN**

Region/Country : Japan

Files: PANP0967_1.ppt

PANP1159.1

**T-shirt design for JAPAN**

Region/Country : Japan

Files: PANP1159_1.ppt

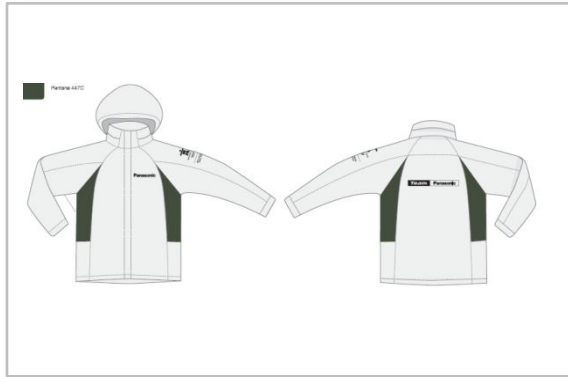
PANM1547.1

**Panasonic Uniform**

Region/Country : Canada

Files: PANM1547_1.JPG/PANM1547_2.JPG

PANP1599.1

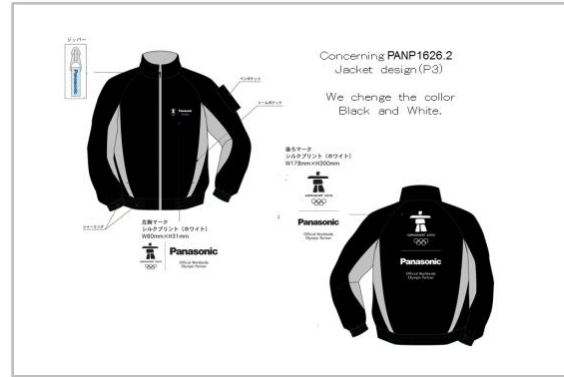


VAN Games time uniform for hospitality JPA

Region/Country : Canada

Files: PANP1599_1.pdf

PANP1626.2



Premiums for Japan

Region/Country : Japan

Files: PANP1626_1.ppt/ PANP1626_2.ppt

PANP1631.1

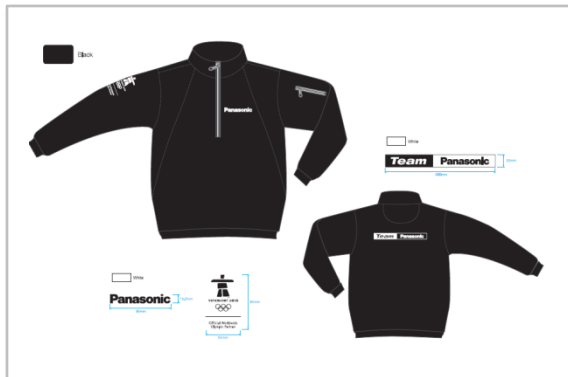


VAN Games time Rain Poncho for hospitality Guests JPA

Region/Country : Canada

Files: PANP1631_1.pdf

PANP1636.1



VAN Games time uniform for hospitality JPA

Region/Country : Canada

Files: PANP1636_1.pdf

PANP1853.1



T-Shirts for CES

Region/Country : United States of America

Files: PANP1853_1.jpg/ PANP1853_2.jpg

PANP1871.1



Panasonic '2010 Fan Pack'

Region/Country : Canada

Files: PANP1871_1.JPG/ PANP1871_2.JPG/
PANP1871_3.JPG/ PANP1871_4.JPG/
PANP1871_5.JPG/ PANP1871_6.JPG

PANP0057.3

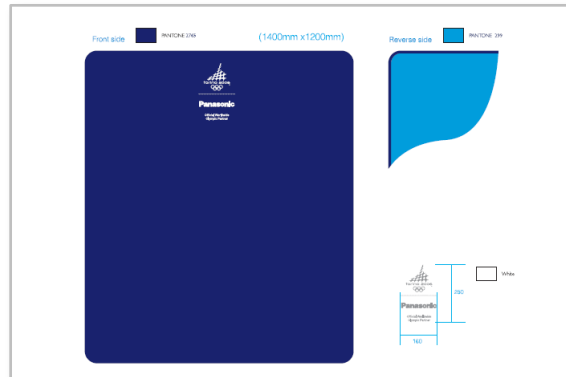


Torino Hand Towel

Region/Country : Worldwide

Files: PANP0057_1.jpg

PANP0064.1



Torino Blanket

Region/Country : Worldwide

Files: PANP0064_1.pdf

PANP0086.1



Torino fleece cap

Region/Country : Worldwide

Files: PANP0086_1.pdf

PANP0087.1



Torino fleece gloves

Region/Country : Worldwide

Files: PANP0087_1.pdf

PANM0177.1



Torino Ski Gloves

Region/Country : Italy

Files: PANM0177_1.jpg

PANP0184.1

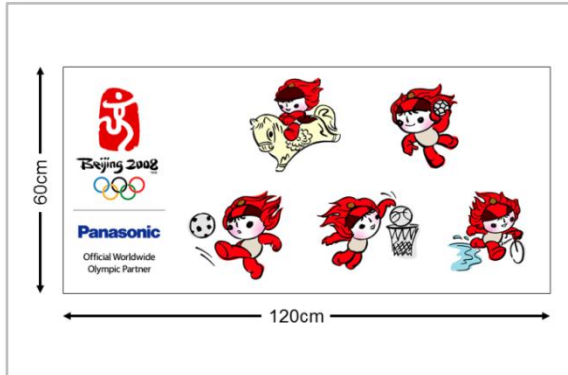


BOJ bundle handkerchief B2 JPA

Region/Country : Worldwide

Files: PANP0184_1.pdf

PANP0459.1



towel for Japan

Region/Country : Japan
Files: PANP0459_1.ppt

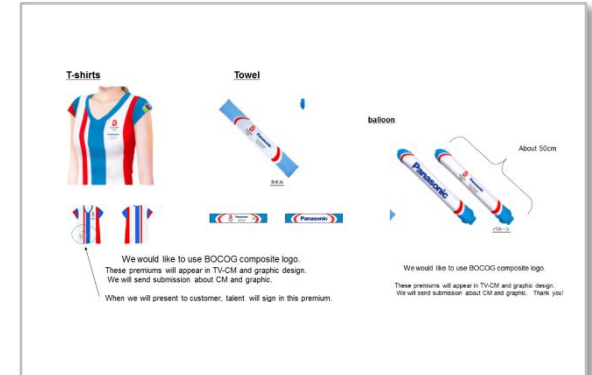
PANM0714.1



BOJ-Cap A & B JPA

Region/Country : People's Republic of China
Files: PANM0714_1.pdf/ PANM0714_2.pdf

PANP0801.2



Resend goods for JAPAN

Region/Country : Japan
Files: PANP0801_1.ppt/ PANP0801_2.ppt

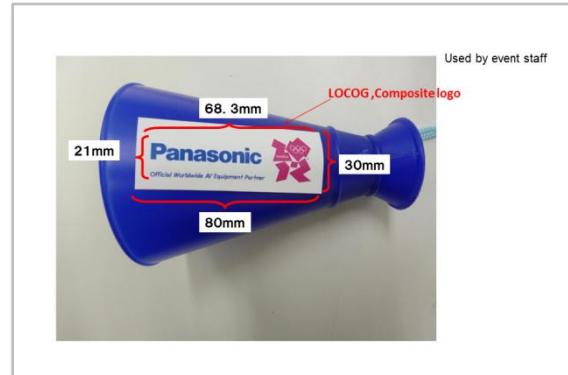
PANP1717.2



Sales item(P) for Japan

Region/Country : Japan
Files: PANP1717_1.ppt

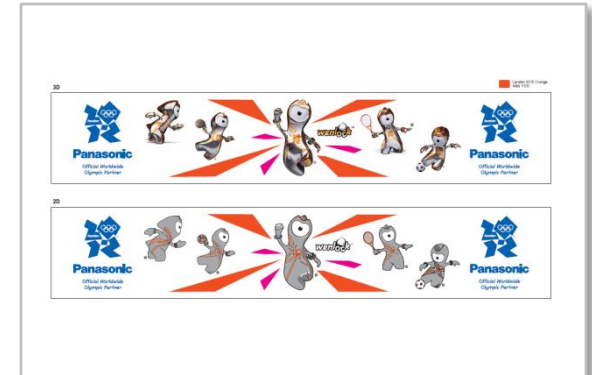
PANP10517.1



Megaphone for Japan

Region/Country : Japan
Files: PANP10517_1.ppt

PANP10503.1



Muffler Towel JPA

Region/Country : Japan
Files: PANP10503_1.pdf / PANP10503_2.pdf / PANP10503_3.pdf / PANP10503_4.pdf

Panasonic Olympic Marketing Case Study Book

Activities of the other TOP sponsors

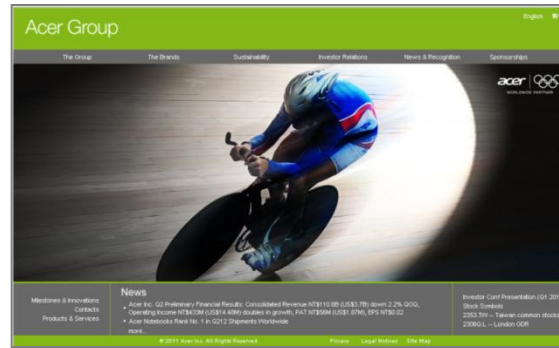
Photos of the other TOP sponsors activities at London 2012 Olympic Games.

OOH



London taxi (Number of assumed:50-100cars)

Website



Facebook – 1,060k likes

Supporting player



Kerri Walsh – Beach Volley ball
Gold medalist

Product



Limited edition product

Showcase



Olympic Park

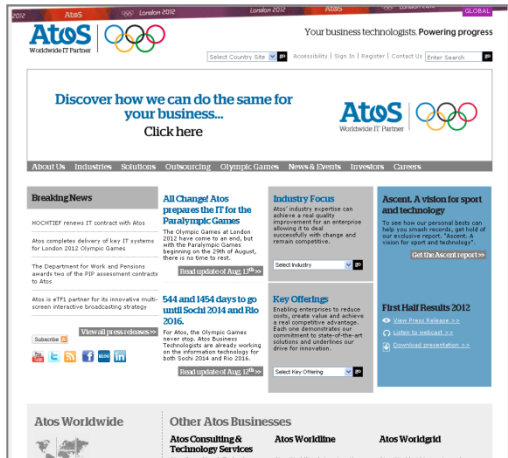
OOH



Lanyard



Website



Facebook

OOH

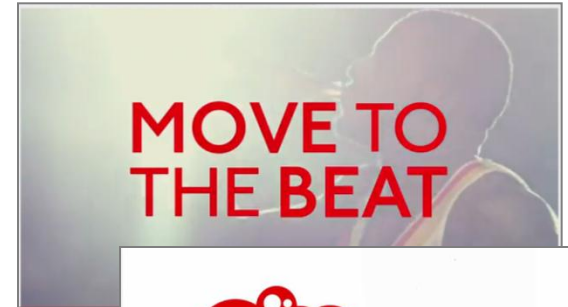


London Bus
(Number of assumed:200)

Torch relay



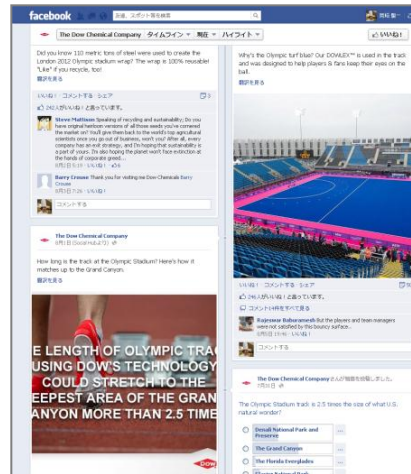
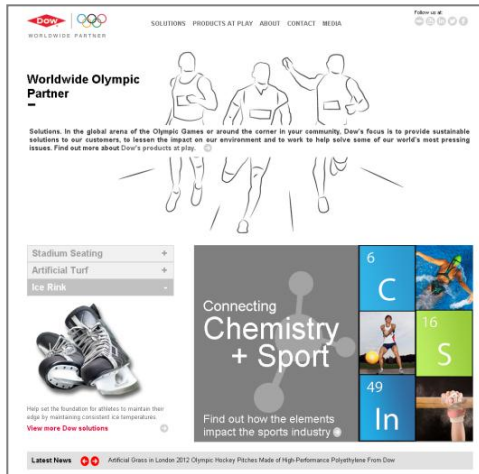
TV Commercial



OOH



Website



Facebook- 45k likes

OOH



Heathrow T5 Arrival



St. Pancras station

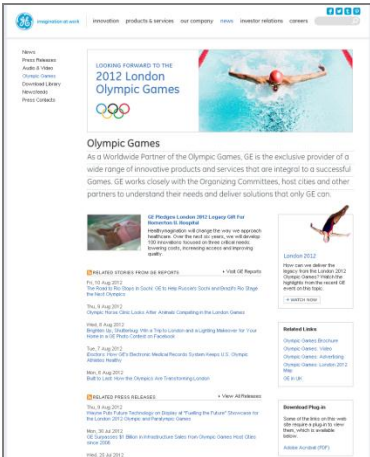


London Bus
 (Number of assumed:200)



London taxi
 (Number of assumed:50-100cars)

Website



BtoB

Invitation to the conference for B to B business, moderated by Tyler Brule, the famous editor of Monocle Magazine.

Building the Olympic Games of the Future

WHEN
 Monday, July 30th
 5:30 p.m. to 7:00 p.m.

WHERE
 GE Works Centre,
 Kings Cross Station, London

RSVP
 Kindly RSVP to
 Santiago.Castanedo@ge.com
 or +001 (203) 373-3447

When you marry vision, curiosity and commitment with the potential of next-generation technologies, the world – and the Olympic Games – work better.

GE Senior Vice President Beth Comstock invites you to "Building the Olympic Games of the Future" an exploration of how – through bold and achievable infrastructure innovations – we can build the Olympic Games of tomorrow, today.

The event will feature a dynamic panel discussion among non-traditional thinkers, including:

- Sir Edward Lister, chief of staff and deputy mayor, policy and planning, City of London;
- Carlo Ratti, director, SENSEable City Lab, Massachusetts Institute of Technology;
- Marcelo Haddad, executive director, Rio Negocios; and
- Moderator: Monocle Editor-in-Chief Tyler Brulé.

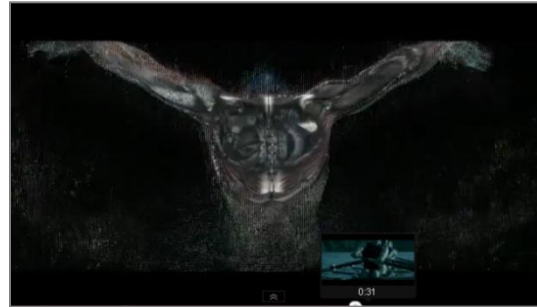
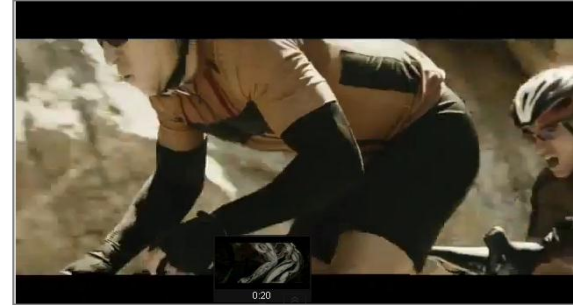
WORLDWIDE PARTNER

We hope you will join us for cocktails and conversation.



TOP Partner since: 2005

TV Commercial



OOH



Heathrow T5 Arrival



Heathrow Express



Piccadilly Circus

Showcase



St. Pancras station

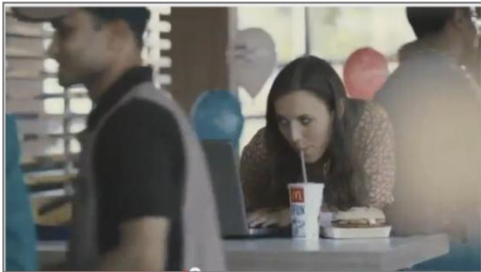


Euston station



Olympic park

TV Commercial



In the game



Omega is the only sponsor who allowed to display the logo at the actual venue as official time keeper.

Product



Showcase



Shop@Westfield

TV Commercial



OOH



In the shop



Near Olympic park



Outside Kings Cross station



TV Commercial



The hardest job in the world,
is the best job in the world.



Thank you, Mom.



OOH



London Bus (Number of assumed:30-50)

Storefront



Shop@Westfield

Touch & try campaign



The event was performed in 12 locations in London.
Can get a Pin badge by one answer to the question about Samsung's products.
By collecting 40 Pin badges ,can get a Samsung's smartphone free.

Products



Torch relay

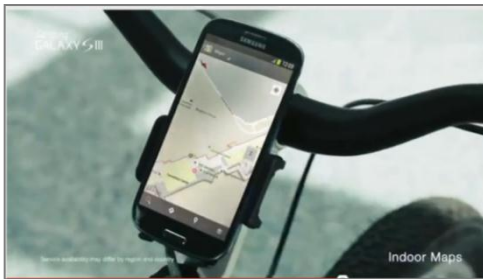
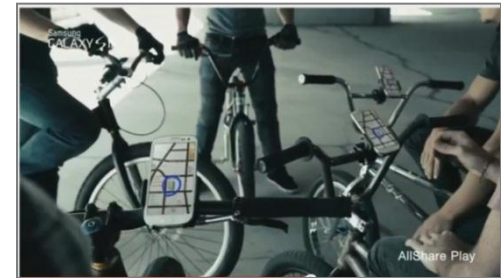


Showcase



Olympic Park

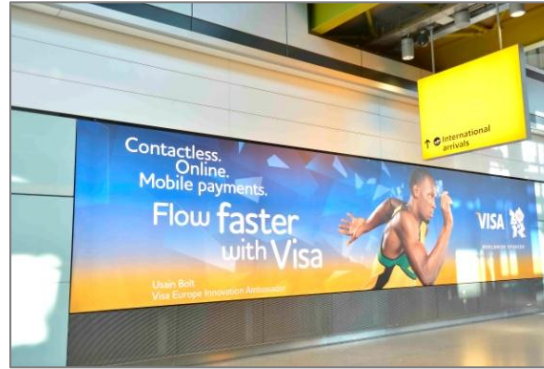
TV Commercial



OOH



Heathrow T5



Paddington Station



London Bus
(Number of assumed:100)



London taxi
(Number of assumed:500-800cars)

Showcase



Olympic Park

TV Commercial

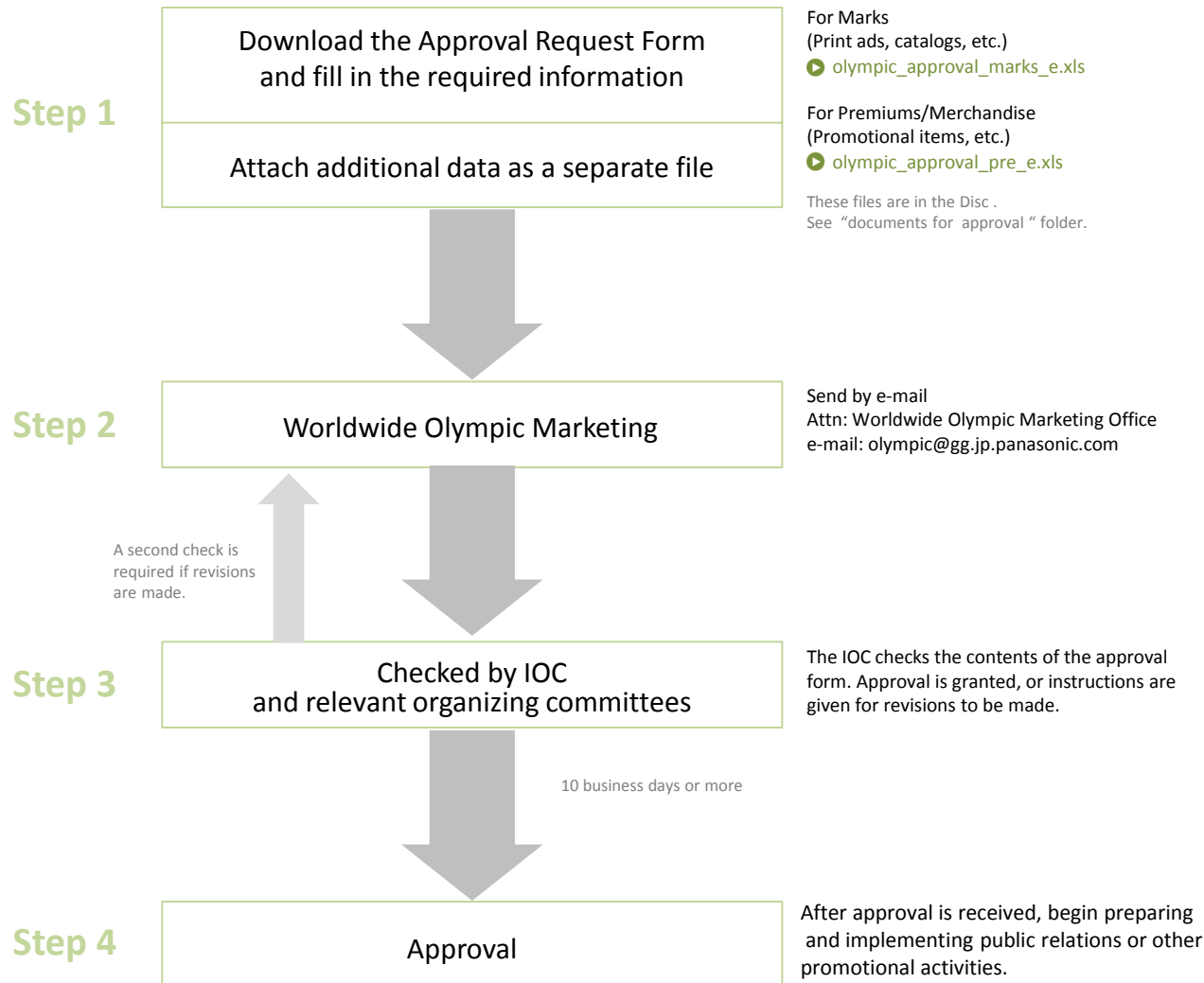


Panasonic Olympic Marketing
Case Study Book

about IOC Approval

Approval Procedure
Submitter's Checklist

1 Approval Procedure



Use of Olympic images for marketing purposes requires prior approval from the IOC, OCOG, and USOC (United States Olympic Committee) as appropriate. Please use the supplied Approval Request Form and send your proposed layout, a script, a comprehensive storyboard or a perspective sketch in the form of PDF or JPEG data by e-mail to obtain the necessary approval. An English translation must be included with materials that are in another language.

The process for getting approval from Step 3 to Step 4 takes 10 business days or more.

Caution!

- All approval requests must be submitted In English.

For inquiries within Panasonic
Worldwide Olympic Marketing Office,
Advertising & Sponsorship Group
Groupwide Brand Communication Division

OBP Panasonic Tower 36F, 2-1-61 Shiromi,
Chuo-ku, Osaka 540-6236
TEL: +81-6-6937-7594 FAX: +81-6-6947-5601

E-mail: olympic@gg.jp.panasonic.com

2 Submitter's Checklist

Sample for Marks

For Marks

Olympic Marketing Approval Request Form

To submit this form, all required fields (marked with an asterisk) must be complete. Please e-mail this form to Worldwide Olympic Marketing Office (olympic@pp.jp.panasonic.com).

1 Check the applicable Olympic Games

London 2012 Sochi 2014

2 General Promotion / Item Information

*Title:

Submitted by:
 Name: Email:
 Company: Phone:

Internal Tracking Number:

*Material To Be Submitted:

Audio Final Art Rough Layout / Sketch Video
 Concept Production Sample Script / Story Board Other

If other, please specify:

Dimensions / Length of Logo:

*Regions of Distribution:

*Duration of Market Exposure:
 Start Date: End Date:

*Description / Objective:

3 Usage of Olympic Images

Please indicate which Olympic images are used on the submission. Please select at least one. Please use the appropriate trademark symbol / authenticating statement for each Olympic images used.

IOC

IOC Composite Logo Text (use of the word "Olympic")
 IOC Stand-alone Logo Other Mark (historical)

OCOG Olympic Games

Composite Logo Mascots Other Designation
 Stand-alone Logo Pictograms
 Text / Designation Other Mark

OCOG Paralympic Games

Paralympics Composite Logo Text / Designation Pictograms
 Paralympics Stand-alone Logo Mascots

USOC

USA 5-Rings Pictograms Look of the Team
 Text USOC Laurel Wreath

Other NOC of (Please specify one country) National Governing Body
 Logo Text

4 Athlete Information

The sponsor is kindly requested to specify the identity of the copyright owner when an athlete's image is used (e.g. © Laura Rorchi S.r.l.). If you wish to use multiple athletes' images, please attach a separate list.

*Is an athlete's name or image used? Yes No

What's the athlete name?

What sports the athlete's name or image used in?

Which NOC?

5 Marks / Non-Premium Information Only

Please indicate which promotion medium are used on the submission. Please select at least one. Please attach a script and/or a comprehensive storyboard when the medium is radio, video or TV.

*Promotion Medium:

Banner Print Ad Direct E-Mailing Stationery
 Cinema Radio Free Standing Insert Video
 Direct Mailing TV Outdoor Adv. Others
 Internet: Video Web Site Press Materials
 POS Material Business Cards Product / Packaging

If other, please specify:

Number of Impressions/Circulation:

*Placement (e.g. Games-time hospitality, publication, station etc.):

Data

Is the data within the maximum file size and in the correct format?

1. Keep file size under 5 MB.
2. For images, save in a zipped or low-resolution format (.pdf, .jpg/.jpeg, or .gif).
3. Convert any CMYK color mode images to RGB color mode.
4. Merge image layers to one layer to further reduce file size.

Video Images

Can video images be properly uploaded and viewed?

1. Keep file size under 5 MB.
 2. Encoders: Windows Media (.wmv), RealPlayer (.rm), or QuickTime (.mov)
 3. Recommended compressor/decompressor: Windows Media M7, Sorenson, MPEG-4
- Please contact the Worldwide Olympic Marketing Office regarding files over 5 MB.
 - For details on applying for the use of video images, refer to Marketing Guidelines 2: Sponsorship (Section 5, "Use of Video Content").

Caution!

These are some of the elements to take into consideration before submission:

1. Is the use of Olympic images within the correct product category?
2. Does the use of Olympic images correspond with the correct graphic standards?
 - Protected area
 - Colors
 - Design and placement of image