

Focus on "Manufacturing" to Meet Challenge of Realizing "Panasonic ideas for life"

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Since its foundation in 1918, the Matsushita Group has been actively involved in the manufacture and sales of a wide range of electronics products, committing ourselves to our management philosophy to contribute to the progress and development of society, enriching the lives of people around the world, by providing products and services.

At the present time we are providing leading-edge products and services in many business fields, extending from consumer products, such as VIERA plasma TVs and LUMIX digital cameras, tilted-drum washer/dryers and air conditioners featuring automatic filter cleaning and air-flow controlling functions, to businesses providing comfortable living offering "comprehensive solutions for the entire house and the entire building," down to advanced electronic components and devices that underpin a digital network society.

Since the 1990s, the digitization of electronics equipment and network services has made rapid progress, bringing forth the great potential of services to create new values. The Matsushita Group, as a manufacturer supplying a diverse range of equipment that works as an interface to link people with new services (new value) in this digital society, makes every effort to contribute to the daily lives of people around the world. By increasing the added value of equipment, the Matsushita Group aims to generate unprecedented new services, that are new "life values".

In order to fulfill the management philosophy established at our founding, we intend to continue to squarely address the many challenges of modern society, making proposals that offer new possibilities for better living. Our global brand statement, "Panasonic ideas for life" was created in order to express this commitment. "Panasonic ideas for life," is a formal pledge, or "manifesto," to our customers around the world that embodies our commitment that through the entire process of development, manufacturing, sales, and services, all of our employees will continue to strive to offer valuable ideas that will help enrich the lives of people and contribute to the advancement of society.

In order to steadily implement this "manifesto," we are making specific efforts to realize the following two business visions with our state-of-the-art technology:

1. Contributing to realization of ubiquitous network society

The Matsushita Group will contribute to the realization of a society filled with "peace of mind and security" and "dreams and excitement", in which everyone can "easily and conveniently" obtain access to necessary information and services anywhere and at any time.

"TV" occupies a central position in our daily home life. As TV screens are becoming larger, high-quality picture technology that creates vivid images and "real-life ambience" is making progress day by day. We are convinced that

our plasma TVs, developed by integrating all of our state-of-the-art technology, certainly provide our customers with vivid images and great entertainment. The Matsushita Group will continue to pursue the creation of an "HD world" in which the flat-panel TV "VIERA" plays a central role, by making the most of our leading-edge technology. Such technology includes that for networks linking various equipment, Blu-ray disc recorders, SD memory cards and HD-PLC (high-definition power line communication). Through such equipment and networks, we will continue to provide our customers with pleasure and excitement.

In response to the increasing need for peace of mind and security, we are also contributing to making a society where people can be safe and secure both at home and outside the home. The Matsushita Group, in particular, is providing enhanced support to realize "security systems" and "safe-driving" based upon a "ubiquitous sensor network" concept which combines the following three key technologies: (a) sensor technology (to detect and record images), (b) image processing technology (to recognize and discern) and (c) network technology (to link up and transmit).

2. Contributing to living in harmony with global environment

While minimizing the impact on the global environment, we will provide our customers around the world with products and services, which will improve their quality of life, and we will continue to pursue the creation of new "life values" that allows people to live in harmony with the global environment.

We will actively continue our efforts to promote a variety of environmental initiatives, such as a) "energy-creating" product development, including energy-saving products and fuel cells for home use; b) careful selection of materials, and c) making products that are recyclable.

Along with advancements in technology which make electronics products higher performing, more IT-ready and more network-ready, we will make further efforts to respond to our customer needs for more comfort in use, such as "easier-to-use products" and "easier-to-understand products."

Focusing on the above-mentioned vision, as a manufacturer, we will continue to concentrate our efforts to create our own differentiating technologies (black-box technologies) in line with the concept of being a "Manufacturing-oriented Company," having the purpose of contributing to the creation of "life value".

Always trying to be slightly ahead of the times while carefully listening to the voices of our customers, we will continue to work to meet the challenge expressed in the words "Panasonic ideas for life".