

Panasonic Presents “Ideas For Life” Keynote Lecture Series During Advertising Week 2005

Panasonic Corporation of North America
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Panasonic Providing High Definition Plasma Displays For Exhibits And Events

NEW YORK, NY (September 26, 2005) — Panasonic Corporation of North America, a Gold Tier corporate partner with Advertising Week, is proud to host a series of keynote lectures featuring industry visionaries during the week-long celebration of Madison Avenue’s best and brightest. The “Ideas For Life” lecture series, free to the public, is being held at the Museum of Television and Radio, 25 West 52nd Street, from September 26 through September 30.

“Panasonic has always respected the advertising community for its influence on popular culture,” said Bob Greenberg, vice president, Panasonic Brand Marketing. “It’s truly an honor to bring such industry luminaries to this lecture series.

“Advertising Week is all about sharing great ideas, a premise that fits perfectly with Panasonic’s brand statement, ‘Ideas For Life,’ and with today’s networked generation.”

In addition, Panasonic is providing high definition video equipment and digital flat-panel displays, including 65-inch and 50-inch HD plasma displays, to bring the week’s events to life.

Panasonic’s HD plasma displays will be used for the kick-off gala at the United Nations on the evening of September 26. Plasma and LCD displays will deliver the Online Publishers Association’s “Opt-in to Advertising’s New Age” exhibition, a retrospective of print, broadcast and Internet advertising. The exhibit, free to the public, will run from September 27 through December 31 at the New York Public Library for Science, Industry and Business (188 Madison Avenue), and will then travel to Chicago and Los Angeles. Panasonic ruggedized Toughbook® laptop computers will also be used to support this program.

HD plasma monitors will also be used to display more than 1500 images submitted to the Advertising Photographers of America national photo competition.

To increase awareness of the benefits of the high-definition video format among the creative and production communities, Panasonic is recording two special events for industry insiders on HD video: an amateur night at the famed Apollo Theater, and a battle of ad agency bands at The Supper Club in Times Square.

“Digital video technology is changing the art of filmmaking,” noted Greenberg. “As a leader in this exciting technology, Panasonic has been instrumental in nurturing the growth of digital cinema and in illustrating how the digital video format and HD cameras allow flexibility at the highest level of creative expression, without sacrificing production values.”

Advertising Week 2005 includes nearly 200 events, beginning with the “Procession of the Great Icons,” a parade of the advertising world’s most beloved characters, on Monday, September 26 at 10:00 am. The procession will be broadcast live to the NBC Astrovision by Panasonic, the three-story high video screen on Times Square, and also webcast via [EarthCam \(www.earthcam.com.\)](http://www.earthcam.com) For more information about Advertising Week visit www.advertisingweek.com.

Monday, 9/26 3:00 pm
Joel Hollander, Chairman & CEO, Infinity Broadcasting

Tuesday, 9/27 12:00 pm
Dan Rosensweig, COO, Yahoo!

Wednesday, 9/28 12:00 pm
Susan Lyne, President & CEO, Martha Stewart Living Omnimedia

Thursday, 9/29 12:00 pm
Mike Kelly, President, AOL Media Networks

Friday, 9/30 12:00 pm
Faith Popcorn, Founder, Faith Popcorn’s Brain Reserve

About Panasonic:

Based in Secaucus, NJ, Panasonic Corporation of North America markets a broad line of digital and other electronics products for consumer, business and industrial use. The company is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Japan, and the hub of Panasonic’s U.S. marketing, sales, service and R&D operations. Information about Panasonic and its products is available at www.panasonic.com. Additional company information for journalists is available at www.panasonic.com/pressroom.