

# PANASONIC FZ-35S PRESS RELEASE

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For Immediate Release

## **PANASONIC NOW OFFERS TWO INTERACTIVE MEDIA PLAYERS THAT BRING INCREDIBLE SOPHISTICATION TO THE PROFESSIONAL MULTIMEDIA MARKETPLACE**

Secaucus, (NJ) November 16, 1998 - Panasonic has announced the availability of a second TV-based interactive multimedia player that incorporates its proprietary M2 technology. Adding DVD-ROM capability to an impressive list of features including fast, high quality 3-D graphics, high resolution MPEG digital video and digital audio, the Panasonic FZ-35S Interactive Media Player joins the FZ-21S as today's solutions for point-of-sale and point-of-information kiosk, sales presentations, manufacturing, design, education and much, much more.

The FZ-35S offers the same M2 Technology capabilities found in the currently available FZ-21S Interactive Media Player. In addition, the FZ-35S, has a DVD-ROM drive for increased content storage capability, as well as expanded input/output device connectivity, expanded SRAM, a built-in Infrared Receiver, LS-120 SuperDisk, Flash Memory, Modem, or LAN card.

Like the FZ-21S, the new FZ-35S Interactive Media Player's "plug and play" capability allows for easy hook up to a standard TV monitor or LCD projector. But unlike the FZ-21S, it can even be connected to a PC monitor. It features a 2X DVD-ROM drive (for playback of M2-CD, as well as M2-DVD) and an ISA card slot for use with optional modem or LAN card.

In addition, it can accommodate various control devices such as a touch-screen, trackball, mouse, barcode scanner, card reader, or PC keyboard via two PS/2 ports and two serial RS232C ports. A parallel port is also available to accommodate a printer.

Panasonic's M2 technology is a 64-bit platform based on dual PowerPC602 processors and an advanced custom graphics chip set and OS, providing realistic polygon images and real time interactive control. Its selectable bit rate, hardware-based MPEG1 video decompression can provide picture quality near DVD Video's MPEG2 image quality. It also offers the unique ability to integrate MPEG video and interactive 2-D or 3-D graphics or use MPEG for object texture mapping.

The M2 System offers a vast array of applications, including:

- **Public Information and Display Terminals** - By effectively combining sound, still images and full-motion video with 3-D computer graphics, the M2 enables retail stores and malls to highlight sales and events with eye-popping results. Public facilities can display directions, schedules and other vital information and services with interactive capability and complete reliability.
- **Sales Promotion and Exhibit Presentations** - The M2's superb graphics and MPEG1 full-motion video capabilities allow for incredibly impressive and effective sales presentations. It is also ideal for directories and exhibit information at museums, art galleries and showrooms. In both cases, it is easy to set-up and use, and offers trouble-free operation.
- **Education** - The M2 can be used as an internet terminal and video server for schools or industry. Its startlingly clear color images enable it to display life-like images and graphics that help enhance the learning experience.
- **Virtual Reality Simulation** - For exercise and physical therapy, operation of industrial robotics, automotive or flight instruction, and other circumstances where realistic simulations are desired, the M2 provides virtual-reality interactivity.
- **3-D Viewing** - When used in manufacturing operations, realistic images of machine parts make them easier to identify. Thanks to the M2's high-performance 3-D graphic processing, images of products and components can be displayed and freely manipulated to show and examine a part's dimensions.
- **Housing Design** - The M2 can produce a realistic display of building exteriors, even while still in the design stage, as well as floor plans and interiors in 3-D with virtual walk-through. These simulations during the design and layout stage of a building are a dramatic and valuable aid in displaying precisely what the finished product will look like, long before the first board has gone up.

"It's a quantum leap for the industry in both graphics speed and quality," declared Robert Whent, President of McGill Multimedia, Inc., a leading media company currently developing projects using the Panasonic Interactive Media System. "The FZ-21S easily beats expensive graphic workstations and outpaces other standalone interactive multimedia systems, including much-hyped DVD systems. With its advanced graphics, video, and sound capabilities, M2's powerful 64-bit architecture will enable software developers to create titles that provide a whole new level of realism and engaging experiences not previously available on training and POS/POI systems."

Adds Thomas R. Sivley, CEO of RISE Int'l, Inc., an interactive media company, "M2 builds on the technology of the past and incorporates features that make it, possibly, the most unique platform for "Killer Applications" to come around in years."

RISE, Int'l is incorporating a Panasonic Interactive Media Player into a training kiosk project in development for the Fire Museum in Memphis, TN. "M2 will be used to instruct and demonstrate how fire, through its combustible physics, consumes a wooden structure."

Clearly, the Panasonic M2 Interactive Media Players are designed to perform a great deal of functions. This versatility is the result of combining a number of technologies into one amazing unit. Highlights of these advancements include:

- A dedicated graphic processing ASIC that allows superb high-speed 3-D computer graphic images to be displayed.
- High-resolution MPEG1 full-motion video capabilities which provide near DVD-Video's MPEG2 image quality - ideal for business applications.
- MPEG1 full-motion video overlaid or pasted over 3-D computer graphics, seamless Computer Graphic and MPEG1 integration, in addition to other sophisticated effects, offer a nearly limitless range of content creation capabilities.
- Network communication via public telephone lines using a modem, or as a communication terminal using a LAN interface. o The M2 system is delightfully easy to operate. No special training or PC experience is required.
- Also available from Panasonic, for the professional multimedia producer, is a developer tool kit for authoring of M2 disc for playback on either the FZ-21S or FZ-35S system. The tool kit requires a Macintosh PC and includes conversion tools that allow developers to use many of the popular content creation tools currently on the market. In addition, developmental support for M2 is available on a consultation basis.
- New from Multimedia Technology Center, Inc. is "CDMotion for M2", a Windows non-programmer's M2 authoring tool, which uses an intuitive graphical user interface for easy authoring of M2 disc.

Other products currently available from Panasonic are the **SL-VP57 Professional Portable Video CD Player, DVD-T2000 Professional DVD Player, EAB819A and EAB508B Sound Focus Speakers**, and the newly available **CT20EASD Touch-screen Monitor-Receiver**.

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