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PANASONIC SOFTWARE UPGRADE SUPPORTS SIP TRUNKING

Enables Businesses to Cut Communications Costs

Secaucus, NJ, February 18, 2009 -- Panasonic today released a new version of operating software for its KX-TDA50, an expandable digital telephony solution, which enables businesses to maximize cost savings from service providers. The platform has the ability to be networked with a wide variety of Panasonic phone systems including the TDA, TDE and NCP product lines. It supports centralized voicemail, which reduces costs by not requiring a separate voicemail server for each system. Also available for use with the TDA50 is a unified programming and maintenance tool providing easy and convenient multiple system setup and programming via the network for up to 100 systems, which facilitates centralized management of branch communications. The system can support up to a maximum of 12 incoming lines, which can be a mix of analog (up to 12), Internet Protocol (IP) (up to 4), and/or Session Initiation Protocol (SIP)* (up to 8).

The release of Version 5.0 for the TDA50 completes the upgrade of Panasonic's digital portfolio to being SIP enabled. This allows businesses to use the TDA50 in concert with a SIP trunking service from telephone service providers. SIP trunking has become an increasingly popular offering which can cut a company's telephone connection and long distance charges. Calls between business locations can be routed by the service provider over its own network, thereby keeping the call from entering the network of other carriers who may charge connection, local toll and long distance charges, all of which increase the cost of calling between company locations. It also offers many other many other benefits through combining the internet connection with the telephone line connection and permits each employee to have their own direct phone number.

Version 5 offers improvements in other areas including support for 8-channel DECT cell stations and for 8 digit extensions on Panasonic's TVA voicemail product. Additionally, Telephony Application Programming Interface (TAPI) support has been upgraded to enable a hotel room check-out feature which allows the front desk to clear guest room voice mail remotely.

* Support for SIP trunking requires use of the KX-TDA5450 4-channel board (expandable up to 8 channels with the KX-TDA5451 board).

About Panasonic Consumer Electronics Company

Based in Secaucus, N.J., Panasonic Consumer Electronics Company (PCEC), a market and technology leader in High Definition television, is a Division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. Panasonic offers a complete suite of communication and networking solutions, including cordless phones, network cameras and photo and multi-function printers that provide convenience, style and ease-of-use. Information about Panasonic products is available at www.panasonic.com/bts. Additional company information for journalists is available at www.panasonic.com/pressroom.

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