Panasonic Introduces 32" Medical-Grade 3D Monitor for the Surgical Suite

The Associated Press

SECAUCUS, N.J.--(BUSINESS WIRE)--Jul 11, 2012-- Panasonic, a provider of professional healthcare display and monitor solutions, today announced a new 3D medical-grade 32" class monitor, the EJ-MDA32U-K.

The new 3D monitor is fully compliant with medical equipment standards, delivers exceptional 2D and 3D image quality and can display multiple images from various sources at once. These combined features, paired with Panasonic's renowned reliability, make the new monitor ideal for use in the surgical bubble.

"To improve patient outcomes, there is an ever increasing reliance on technology in the surgical suite," said Scott Thie, Director, Healthcare, Panasonic System Communications Company of North America.

"Although this technology has many benefits, it can also create a cluttered environment. The EJ-MDA32U-K helps to improve the surgical experience by having a large screen, HD image that can be clearly viewed by all clinicians, while also providing flexibility that helps to reduce clutter. By allowing up to three images to be displayed on the screen at once - from multiple input sources - and by delivering high quality 3D and 2D HD images, we offer a single device that addresses multiple needs in the surgical suite." 3D Experience The Xpol(R) circular polarizing system used in the EJ-MDA32U-K offers several advantages over linear polarization solutions. Panasonic's passive circular polarizing glasses and the Xpol(R) system maintain the stereoscopic effect even when the head is tilted to the left or right - a vital benefit linear polarization solutions cannot offer.

This feature enables a natural viewing experience allowing several clinicians or medical students in the O.R. to watch the same 3D display. For increased flexibility, the device also supports multiple 3D formats and inputs.

Designed for the Surgical Suite The EJ-MDA32U-K allows for up to three images, from three separate sources, to be displayed simultaneously, on one screen. The monitor supports two HD-SDI inputs, two DVI inputs and an analog input. This allows live viewing of the surgical procedure, radiological images and vital signs on a single display. This multi-function viewing capability helps reduce clutter and cabling in the surgical suite.

The EJ-MDA32U-K is fully compliant with medical equipment standards, including FDA Class 1 and UL60601-1 certification, and is additionally IPX1Protection rated with an antimicrobial surface making it easy to clean and sanitize.

Exceptional Image Quality IPS-Pro Panel technology enables natural full HD images

to be viewed from a wide selection of angles such as top, bottom, left and right.

IPS-Pro also reproduces vibrant color, stereoscopic effect and perspective.

The 32" class (1,920 x 1,080) medical-grade monitor produces HD images with over 2 million pixels and a 1200:1 contrast ratio, delivering the superb image quality needed in surgical settings. The EJ-MDA32U-K's exceptional color reproduction and user-friendly technology also reduces eye fatigue when viewing content in 3D or 2D.

Panasonic's EJ Family of Medical-Grade Monitors The EJ-MDA32U-K is the first 3D capable monitor in the EJ medical grade monitor line that currently includes a 2D 26" class monitor, the EJ-MLB26U-W, a 2D 32" class monitor, the EJ-MLA32U-W, and a 2D 37" class monitor, the EJ-MLA37U-W. Panasonic now offers a family of full HD medical grade monitors with vibrant color and stereoscopic effect that surpass medical electrical equipment sanitization and industry standards and allow for simultaneous viewing of multiple images.

Select Features and Specifications for the Panasonic EJ-MDA32U-K*: -- LCD Panel: 32 inch (16:9 aspect ratio) -- Screen Dimensions: 698mm (27.5") (W) x 393mm (15.5") (H)801 mm (31.5") (Diagonal) -- Number of pixels: 2,073,600 pixels (1,920 x 1,080) -- Viewing angle: Horizontal: 178 Vertical: 178 (at 2D mode CR>10) -- Contrast: 1200:1 -- Luminance: 340cd/m2 (typ.) -- Number of colors: 16.77 Million (8bit) -- Display modes: Dual display mode / Triple display mode / PIP and POP modes / Mirror image mode -- Mounting: 200mm VESA -- Certification: UL60601-1, IEC60601-1-2 ,FCC 47 CFR Part 15, Subpart B Class A -- 3D Format: SIMUL (Dual input) / Line-by-Line / Side-by-Side / Top & Bottom -- 3D Input: HD-SDI / DVI-D -- 3D viewer: 3D polarized eyewear (3 pairs supplied) *Specifications subject to change without notice Pricing and Availability The EJ-MDA32U-K is available at a suggested list price of $14,500 from authorized Panasonic System Communications Company of North America (PSCNA) resellers and distributors.

Sales inquiries for Panasonic's EJ-MDA32U-K should be directed to Manny Desai at manish.desai@us.panasonic.com or 201-392-6839.

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For more information on Panasonic's healthcare solutions go to http://www.panasonic.com/business-solutions/healthcare-technology-solutions.asp.

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Customers in government, healthcare, production, education and a wide variety of commercial enterprises, large and small, depend on integrated solutions from Panasonic to help them acquire, manage and interpret the information that drives innovation. The complete suite of Panasonic solutions addresses unified business

communications, mobile computing, security and surveillance, retail point-of-sale, office productivity, high definition visual conferencing, visual communications (professional projectors, displays, digital signage) and HD and 3D video production. As a result of its commitment to R&D, manufacturing and quality control, Panasonic engineers reliable and long-lasting solutions as a partner for continuous improvement.

Panasonic solutions for business are delivered by Panasonic System Communications Company of North America, which is a division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC).

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About Panasonic Corporation of North America Based in Secaucus, NJ, Panasonic Corporation of North America provides a broad line of digital and other electronics products and services for consumer, business and industrial use. The company is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation (NYSE: PC), and the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. Panasonic was the only Consumer Electronics company to be listed in the top ten brands on the Interbrand Best Global Green Brands 2011 ranking (http://www.interbrand.com/en/best-global-brands/Best-Global-Green-Brands/2011-Report/BestGlobalGreenBrandsTable-2011.aspx).

As part of its continuing efforts to reduce its carbon footprint, Panasonic Corporation of North America will relocate its operations to a new eco-efficient office tower adjacent to a mass transit hub in Newark, NJ in 2013. Information about Panasonic Eco Ideas initiatives is available at http://panasonic.net/eco/ecoideas/. Information about Panasonic and its products is available at www.panasonic.com.

Additional company information for journalists is also available at www.panasonic.com/pressroom.

CONTACT: Cohn & WolfeforPanasonic Courtnee Coburn, 212-798-9832 (direct) courtnee.coburn@cohnwolfe.com PanasonicB2B.PR@cohnwolfe.com KEYWORD: UNITED STATES NORTH AMERICA NEW JERSEY INDUSTRY KEYWORD: SURGERY TECHNOLOGY CONSUMER ELECTRONICS AUDIO/VIDEO HEALTH HOSPITALS SOURCE: Panasonic Copyright Business Wire 2012 PUB: 07/11/2012 09:03 AM/DISC: 07/11/2012 09:03 AM http://www.businesswire.com/news/home/20120711005298/

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