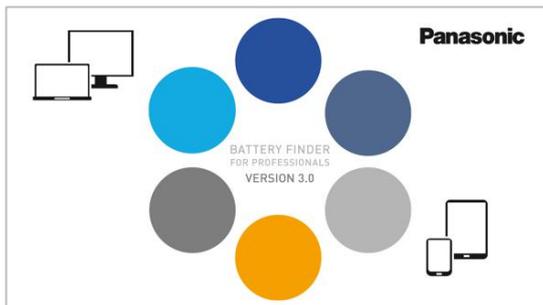


PRESS RELEASE

April 2016

Third round: with Panasonic, the right battery is only an app away

Panasonic Battery Finder App 3.0 for smartphones, tablets, laptops and desktops



Hamburg, April 2016 – Users looking for just the right battery for their application now have a very special tool available from Panasonic: the brand-new version 3.0 of the Battery Finder App. It's a compilation of hundreds of industrial batteries, with a wealth of information, pictures and videos on battery technologies. With this tool, users will always be able to locate exactly the right battery for their application. The smartphone

App is also joined by a new version of the online application that is optimized for computers or tablets. To find out more, users can view a video tutorial on the Panasonic website or YouTube.

Cordless drills and UPS systems, smoke detectors and wind turbines – they all depend on high performance batteries to do their job. And with the number of applications needing battery power on the up and up, the range of batteries available on the market is also proliferating. Companies developing a new product increasingly have a hard task to pick out exactly the right power source from the myriad of choices available. Not least because choosing a battery isn't just about performance: equally important are factors such as safety and durability, size and contacts.

Panasonic is the world's largest producer of industrial batteries. So it's a matter of professional pride for the company to offer customers a smartphone App help them find exactly the right battery. Panasonic has now released the completely revised and redesigned App version 3.0 – together with an online application optimized for computers or tablets. Thanks to the new parameter search function, it's easier than ever to locate the right battery. Users can make their own notes, attach them to favorite batteries and send the details to a mail address of their choice. In the online version, it's now possible to compare up to three batteries. Many of the service functions have been tweaked for added convenience, and the interface is more intuitive than ever.

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You will find this press release and a printable photo online at:
<http://eu.industrial.panasonic.com/>

Panasonic

The App pulls together a vast amount of details, with information on a variety of Panasonic batteries complete with spec sheets, diagrams, technical drawings and contact terminals. With an extensive database of information on battery technology, details on product groups (chemistries) and videos showing interior battery workings, this is a valuable tool for all developers and electronics engineers.

The App was commissioned by Alexander Berghoff, Marketing Services Manager at Panasonic Automotive & Industrial Systems Europe GmbH. His aim is to offer customers tools that deliver genuine practical value and can act as valuable everyday resources.

The smartphone App is available for Android and iOS (iPhone) devices, and can be downloaded free of charge in App stores. The online application can be found on the Panasonic website: <https://eu.industrial.panasonic.com/battery-finder>

Panasonic Automotive & Industrial Systems Europe GmbH (PAISEU)

Panasonic batteries are marketed in Europe by Panasonic Automotive & Industrial Systems Europe GmbH (PAISEU), a subsidiary of Panasonic Europe Ltd, the European headquarters of the Panasonic Corporation. Under the leadership of Managing Director Masahisa Shibata, PAISEU, with its head office in Langen, is responsible for the European sales and marketing of Panasonic's industrial business. This includes Automotive, Industry, Factory Solutions and Energy. The company thus provides its customers with a one-stop shop for its extremely wide product range. It is therefore able to satisfy its customers' desire to source their requirements from one supplier, hence optimising their procurement processes.

About Panasonic:

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products in three business fields, Consumer, Components & Devices, and Solutions. For more information on Panasonic, its brand and commitment to sustainability, visit the company's website at:

<http://industrial.panasonic.com/eu/>

<http://panasonic.net/>