



PANASONIC INTRODUCES AG-MSU10 PORTABLE P2 MEDIA STORAGE UNIT FOR FAST, RELIABLE BACK-UP OF P2 CONTENT

****New Workflow Tool Eliminates Need for Computer or Large Appliance To Offload P2 Footage in the Field ****

SECAUCUS, NJ (February 10, 2010) – Panasonic Broadcast is announcing the AG-MSU10 P2 Media Storage Unit, a portable workflow tool that simplifies the process of backing-up or aggregating P2 content to a larger removable solid-state drive. Delivering fast, stable transfer of data, the compact P2 Media Storage Unit removes the need for computers or larger, more expensive appliances in the field and can quickly free up cards for additional shooting.

The MSU10 boasts a small form factor with two slots: one for a P2 card, and the second for the AG-MBX10 removable housing that encloses a standard 2.5" SATA solid-state drive (SSD). Equipped with USB 2.0 and eSATA connectors, the drive can be connected to PCs and Macs, including laptops.

"A highly portable device like the P2 Media Storage Unit becomes even more convenient with the inclusion of the removable MBX10," said Steve Cooperman, Product Manager, P2 Systems. "The operator can quickly download P2 content, and then walk away with a featherweight SSD unit that can be powered by virtually any computer."

The P2 Media Storage Unit features a 3.2" LCD screen and simple one-touch operation. It provides P2 thumbnail display and supports master-quality 10 bit AVC-Intra (100/50) and DVCPRO HD, DVCPRO50, DVCPRO and DV recording formats. Content is transferred from a P2 card to the solid-state drive at four times real-time when recording in AVC-Intra 100 or DVCPRO HD. The MSU10 is battery-operated.

The AG-MSU10 will be available in October at a suggested list price of \$2500. Widely-available SATA solid-state drives are not included but can be purchased affordably from a variety of sources.

P2 HD all solid-state products offer high definition recording without the mechanical wear and environmental limitations of tape, hard disk, and optical disc based systems. P2 HD ensures the highest reliability, especially in challenging conditions of extreme temperature range, shock, and vibration. P2 HD products provide a significant reduction in maintenance costs, longer useful product life, and immediate access to recorded video (no need to digitize, ingest or create proxy video files) and metadata. P2 HD provides the reliability of solid-state production; the immediate connectivity to existing IT infrastructures; the speed, ease of use and portability of P2 cards; and the interoperability with leading NLE systems.

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