

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

Las Vegas, NV, 11th April, 2010: Panasonic has introduced the new 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 P2 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.

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 €2,150. 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 digitise, 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 interoperability with leading NLE systems.

Ends

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.77 trillion yen (US \$78.4 billion) for the year ended 31 March 2009. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE Symbol: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.

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