

# Panasonic and Ubisoft team up to bring immersive 3D gaming to the living room

Berlin, Germany (September 1, 2010) – Panasonic and Ubisoft will collaborate at a technical level to offer the best 3D user experience in the field of digital entertainment, beginning with Shaun White Skateboarding for holiday 2010 in Europe. Ubisoft and Panasonic will partner to develop new 3D games and related television applications via Panasonic's IPTV platform. Ubisoft's new 3D game line-up will be the preferred showcase for Panasonic's cutting edge 3D televisions. As a world-premiere at IFA, Ubisoft's upcoming title in 3D, Shaun White Skateboarding will be showcased at the Panasonic booth in hall 5.2 a/b. Visitors of Panasonic's professional area will also have the opportunity to experience Tom ClancyTM's Ghost Recon Future SoldierTM in 3D.

Panasonic will be Ubisoft's Preferred TV and Home AV Vendor for both Shaun White Skateboarding and Tom Clancy's Ghost Recon Future Soldier. The agreement reflects the important role 3D entertainment plays in Panasonic's overall 3D content strategy, which comprises the areas of broadcast, movies, self-produced videos and gaming.

"It's an honor to work with Panasonic. Their leadership in creating 3D plasma televisions with an excellent response time and fast moving picture quality, results in a totally new 3D gaming experience. With this partnership, Ubisoft and Panasonic can offer amazing interactivity right in the living room. The power of the Ubisoft and Panasonic R&D teams working together will bring video games designed from the ground up for the ultimate gaming experience on television", said Geoffroy Sardin, chief EMEA marketing & sales officer at Ubisoft.

Fabien Roth, General Manager TV at Panasonic Marketing Europe, comments: "Panasonic pursues a 3D content strategy that rests on four pillars: broadcast, movies, user generated contents and games. For gaming, Ubisoft and Panasonic have joined forces to deliver the ultimate 3D gaming experience. Panasonic is always at the cutting edge of technology and brings new levels of realism to the home entertainment experience. Together, Ubisoft and Panasonic are set to bring gaming in 3D to a whole new level of entertainment."

## 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 7.42 trillion yen (EUR 56.6 billion) for the year ended March 31, 2010. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net>.

At the cutting edge of 3D technology, Panasonic can offer a fully integrated solution for the 3D world – ranging from professional camcorders to create 3D content; via 3D authoring and encoding facilities; to 3D televisions and Blu-ray players, which will bring the 3D content to customers' living-rooms.

## About Ubisoft

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified line-up of products and partnerships. Ubisoft has offices in 26 countries and has sales in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2009-10 fiscal year Ubisoft generated sales of € 871 million. To learn more, please visit [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

---