

Panasonic
ideas for life

VIERA

Next
Generation
Innovation

NeoPLASMA TVs • 2011





3D

Create

Games

Sport

Movies

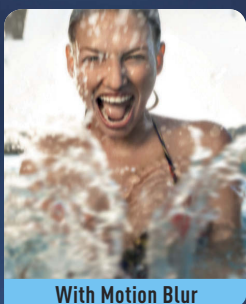
Enter the World of 3D Immerse Yourself in Entertainment

Now is the time to experience the world of 3D entertainment in your home with a wide range of awe-inspiring entertainment options. Whether you want to view the newest Hollywood blockbusters in 3D, enjoy 3D sports broadcast, play one of the countless 3D games or create your own 3D movies or pictures, you will be stunned by the exciting new experience 3D offers.

A New 3D Viewing Experience A New Technology



Each VIERA 3D TV features many high-end technologies that make it perfect for viewing both 2D and 3D content. Deep blacks, high contrast ratios, clear and crisp motion reproduction and the fastest response time enabling outstanding viewing results, whether you are watching movies, sports or playing games.



With Motion Blur



Without Motion Blur

BRILLIANT MOTION CLARITY



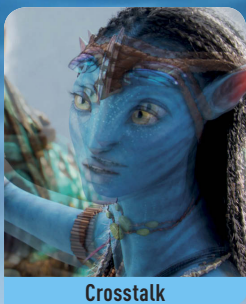
For showing 3D movies with brilliant motion clarity, a TV has to be extremely fast – it is like showing one movie for both eyes at the same time. 600Hz Intelligent Frame Creation Pro or 400Hz Backlight Scanning and the V-real PRO 3D Engine enables a picture refresh rate that makes even fast movements in 3D crisp and clear.



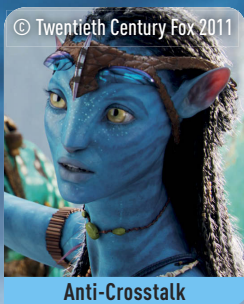
FRAME SEQUENTIAL TECHNOLOGY



When you watch 3D on a TV, even a slight blur can negatively affect the level of immersion. To get the best 3D picture quality possible, Panasonic employs Active Shutter Glasses which are synchronised to the frame sequential driving of the TV. With this technology the viewer enjoys a cinema-like resolution of 1920 x 1080 for each eye. Viewers can then enjoy a gripping 3D experience without resolution and viewing angle deterioration.



Crosstalk



Anti-Crosstalk

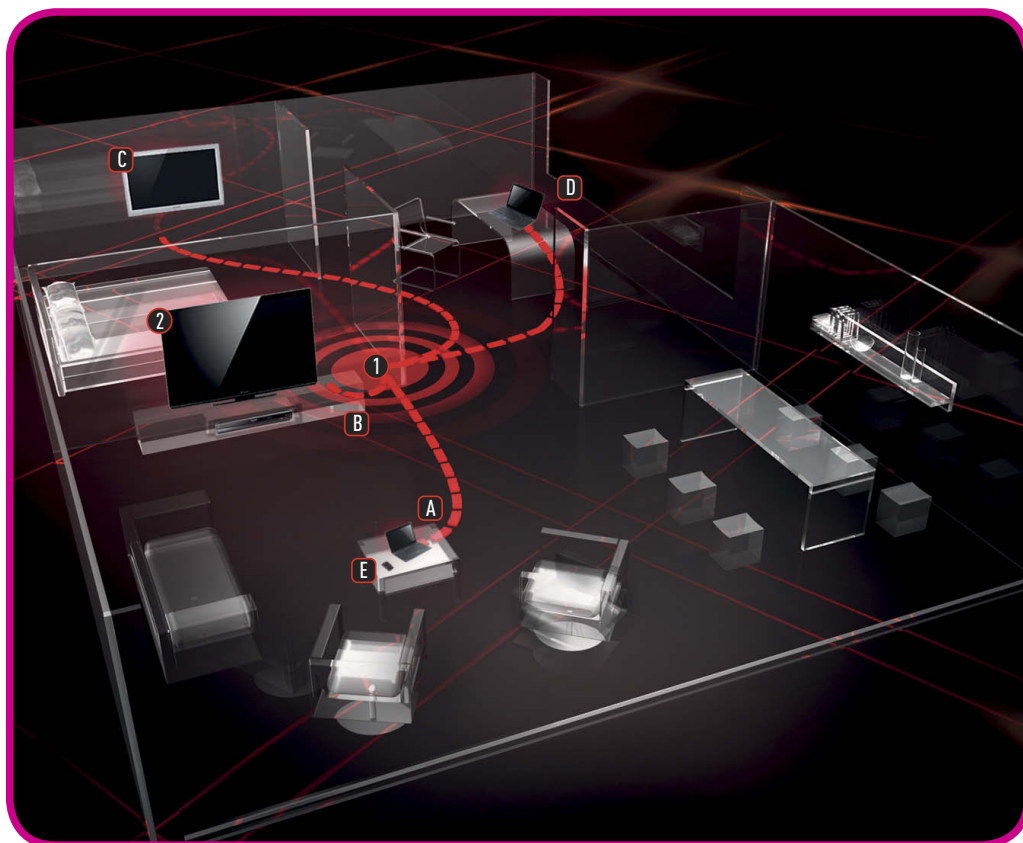
CLEAR 3D IMAGES



When discussing 3D, crosstalk means that the picture intended for the left eye can be seen by the right eye, and vice versa. This crosstalk causes ghosting images, which not only destroys the 3D effect but also significantly strains your eyes. While other flat screen TV display types suffer from crosstalk, Panasonic VIERA 3D TVs boast the fastest response times and innovative processing technologies, which significantly reduce crosstalk.

Smart Networking In Touch with Your World

The way we use our TV is changing dramatically. A new VIERA is much more than just a TV – it's the centre of your home media.



- 1 Wireless Router
- 2 Wireless LAN Adaptor
- A Watch photos and videos saved onto a PC on the large screen TV in your living room.
- B View VIERA Connect with a WiFi connection.
- C Watch TV programmes recorded onto a DIGA Recorder in your living room with a LAN-connected VIERA TV in the bedroom.
- D Watch TV programmes recorded onto a DIGA Recorder in your living room with a DLNA compatible computer in the home office.
- E Control your VIERA with iOS remote control.

USB/SD RECORDING



Most of the latest VIERA flat screen TVs feature two USB connectors for even more recording flexibility and ease. You can hook up an external hard disk drive or plug-in an SD card¹ and store your favourite TV shows or films in excellent quality. The USB HDD Recording function also supports a host of convenient features such as Timer Recording, Direct TV Recording and Pause Live TV². Furthermore, these functions have been integrated as conveniently as possible with dedicated buttons on the VIERA TV remote.

ONE REMOTE, TOTAL CONTROL



VIERA Link allows you to have complete control over all connected Panasonic High Definition AV devices – via the single VIERA remote control. Just hook up the devices to one another using an HDMI cable, sit back and enjoy easy control.

SD MEMORY CARD PLAYBACK



All 2011 VIERA TV models feature an advanced version of the popular Panasonic VIERA Image Viewer function, which offers easy playback of photos, videos and music via SD cards. Use an SD card to record HD videos on compatible Panasonic HD Camcorders and LUMIX cameras – then slot the card into your VIERA and enjoy memories on the breathtaking Full HD TV. Thanks to the 3D File Playback function on VIERA 3D TVs, you can even view 3D photos and videos recorded with a 3D digital camera or 3D camcorder.

EASY MEDIA ACCESS



Access videos, pictures and music stored in different rooms and enjoy content throughout the home by connecting your compatible devices via DLNA. The connection can be set up using LAN cable or wirelessly.³

VIERA REMOTE APP



The VIERA remote app enables you to control your VIERA TV via iPhone™, iPod touch™ or iPad™. Download this app for free and enjoy new, convenient ways of controlling your TV!

iPhone™, iPod touch™ and iPad™ are trademarks of Apple Inc. registered in the U.S. and other countries.



VIERA Connect Internet on Your TV

VIERA TVs are made for so much more than just watching TV. VIERA Connect brings Internet-based content straight to your living room, on the big screen, and enables you to enjoy the whole world of content in all its different forms and shapes. Stay connected with your friends on Facebook™, rent movies or play games – all from the comfort of your sofa without the need for a PC.



VIERA CONNECT MARKET

From downloading apps to shopping¹ for optional accessories, get ready for this new and improved way of enjoying your VIERA TV. It will also be possible to order products and complete credit card transactions with your remote control right from the VIERA screen.

CATCH UP TV

Missed an interesting TV broadcast? With VIERA Connect, you can directly access the media centres of major broadcasters and watch programmes at your convenience.

MUSIC

Like music? Turn your VIERA into a juke box. Access internet radio stations, watch music videos and enjoy the great sound quality of your VIERA TV.

GAMES

Do you like an occasional game but do not want to use your computer or console? Just try the gaming area in VIERA Connect to bridge the next advertising break. Optional Gamepads can be used for even more fun.

SOCIAL NETWORKING

Now you no longer need to be tied to your computer to stay up to date on the happenings within your personal network. Make a Skype™ video chat* with your family or get a quick Facebook™ update in your living room!

NEWS AND LIFESTYLE

You don't have to wait for the next news broadcast to get an update on what's important in the world – just check the news and lifestyle section via VIERA Connect any time you like.

SPORTS

Getting the latest information and up-to-date videos on your favourite sport has never been easier thanks to the leading sports coverage from partners such as Eurosport™.

VIDEO

Whether you feel like watching your favourite film again, the latest blockbuster release, or simply catching up on your favourite TV series, Video on Demand makes it possible. Your movie or programme will start at the touch of a button.

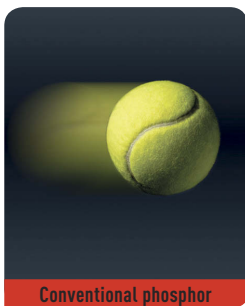
Eurosport™ is a trademark. Skype is a trademark of Skype Limited. YouTube™ and the YouTube logo are registered trademarks of YouTube™ LLC. Facebook and the Facebook logo are registered trademarks or trademarks of Facebook, Inc. All other trademarks are acknowledged and are the property of their respective owners.

¹VIERA Connect Market is scheduled to open in summer 2011. Panasonic will not accept liability for possible delays. *Optional camera required.

NeoPlasma Technology Get Fascinated by NeoPlasma



Panasonic is taking television to the next level with the new VIERA NeoPlasma TV line-up, which delivers brilliant picture quality in Full HD 2D and 3D¹. Never miss a detail when watching movies, sports or playing the latest games. With NeoPlasma, you can always be sure to get the best picture quality.



BRILLIANT MOTION PICTURE CLARITY



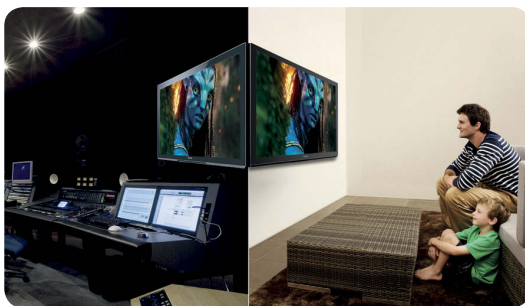
2011 saw Panasonic take its famous 600Hz Intelligent Frame Creation Pro to the next level.

While it is already known for delivering pristine moving images, Panasonic newly developed phosphors help to reduce the afterglow. This gives you even sharper outlines around objects. Fast-switching phosphors act three times faster than other phosphors used in conventional Plasma TVs.

DEEPER BLACKS AND HIGHER CONTRAST



In new VIERA NeoPlasma models, contrast and black levels have been significantly improved especially in bright surroundings. The innovative 'High Contrast Filter' technology successfully prevents ambient light from entering into the plasma cells, so it doesn't affect the true, deep blacks Panasonic's Plasma TVs are known for.



THX® REFERENCE FOR MOVIE QUALITY



In order to enjoy the original image quality of a movie, you need to have a display that reproduces the images exactly as the movie creators intended. VIERA NeoPlasma panels meet the high standards set for 2D and 3D by the THX® Certified Display Programme.

IMMERSIVE VIEWING EXPERIENCE IN 3D



Only Panasonic NeoPlasma technology enables the best Full HD 3D picture quality for screen sizes up to 65 inch. With their rapid response time of 0.001 milliseconds, they already prevent crosstalk on panel level. Let the VIERA's deepest blacks and rich details stimulate your 3D senses.



(TX-P42VT30)
April 2011



(TX-P50VT30)
May 2011



9 out of 10
(TX-P42VT30) May 2011

VT30 SERIES (3D TV)



TX-P65VT30B / TX-P55VT30B / TX-P50VT30B / TX-P42VT30B

- NeoPlasma FHD 3D
- 3D 24p Smooth Film
- 2D – 3D Conversion
- 3D Eye Wear Included (x2)
- 600Hz Sub-Field Drive
Intelligent Frame Creation Pro
- Infinite Black Pro
- Deep Black Filter Pro
- 24p Film
- THX Certification
- VIERA Connect with YouTube™,
BBC iPlayer™, Facebook™
- ISF ccc
- WiFi Ready
(USB Dongle Included)
- DLNA
- VIERA Image Viewer
(AVCHD/DivXHD/JPEG)
- 3x USB
- 4x HDMI
- SD Card Recording
- Freeview HD/
Freesat HD Tuners





5 stars
(TX-P50GT30B) April 2011



5 stars
(TX-P50GT30B) June 2011



5 stars
(TX-P46GT30B) April 2011



5 stars
(TX-P42GT30B) June 2011

GT30 SERIES (3D TV)



TX-P50GT30B / TX-P46GT30B / TX-P42GT30B

- NeoPlasma FHD 3D
- 3D 24p Smooth Film
- 2D – 3D Conversion
- 600Hz Sub-Field Drive
Intelligent Frame Creation Pro
- Infinite Black Pro
- Deep Black Filter
- 24p Film
- THX Certification
- VIERA Connect with YouTube™,
BBC iPlayer™, Facebook™
- ISF ccc
- WiFi Ready
- DLNA
- VIERA Image Viewer
(AVCHD/DivXHD/JPEG)
- 4x HDMI
- 3x USB
- Freeview HD/
Freesat HD Tuners



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(TX-P46ST30B)
April 2011

HDTVtest

**HIGHLY
RECOMMENDED**

(TX-P42ST30B)
May 2011

ST30 SERIES (3D TV)



TX-P50ST30B / TX-P46ST30B / TX-P42ST30B

- NeoPlasma FHD 3D
- 3D 24p Smooth Film
- 2D – 3D Conversion
- 600Hz Sub-Field Drive
Intelligent Frame Creation Pro
- Infinite Black
- Deep Black Filter
- 24p Film
- VIERA Connect with YouTube™,
BBC iPlayer™, Facebook™
- WiFi Ready
- VIERA Image Viewer
(AVCHD/DivXHD/JPEG)
- VIERA Link
- Game Mode
- 4x HDMI
- 2x USB
- Freeview HD



The FREEVIEW service is subject to coverage. An aerial upgrade may be required. The FREEVIEW, FREEVIEW+, FREEVIEW HD and FREEVIEW+ HD words and logos are trade marks of DTV Services LTD. DTV Services Ltd 2002, 2008. YouTube™ and the YouTube logo are registered trademarks of YouTube™. Facebook and the Facebook logo are registered trademarks or trademarks of Facebook, Inc. All other trademarks are acknowledged and are the property of their respective owners.



(TX-P50G30B)
April 2011



(TX-P42G30B)
April 2011

G30 SERIES



TX-P50G30B / TX-P42G30B

- NeoPlasma Full HD
- 600Hz Sub-Field Drive
Intelligent Frame Creation Pro
- Infinite Black
- 24p Smooth Film
- VIERA Connect
- WiFi Ready
- DLNA
- VIERA Link
- VIERA Image Viewer
(AVCHD/DivXHD/JPEG)
- Game Mode
- 4x HDMI
- 3x USB
- THX Certification
- ISF ccc
- Freeview HD
- V-Audio Surround
- Mercury & Lead Free Panel



S30 SERIES



TX-P50S30B* / TX-P42S30B

- 600Hz Sub-Field Drive
Intelligent Frame Creation Pro
- VIERA Connect
- WiFi Ready
- VIERA Image Viewer
(AVCHD/DivXHD/JPEG)
- VIERA Link
- Game Mode
- 3x HDMI
- 2x USB
- Freeview HD
- V-Audio Surround
- Mercury & Lead Free Panel



* Available July

VIERA Ecological Features



YEARS OF BEAUTIFUL IMAGES



VIERA NeoPlasma and Plasma TVs are designed to provide a panel life of up to 100,000 hours, giving you years of superb entertainment.

ENVIRONMENTALLY FRIENDLY PANEL



Panasonic is committed to making products more environmentally friendly. In line with this commitment, all VIERA NeoPlasma and Plasma display panels are free of both lead and mercury. Therefore when the TV is recycled, the negative impact on the environment is reduced.

ENERGY SAVING TVs



Redesigning the Plasma panel's cell structure has made it possible to improve luminous efficiency. This delivers stunningly beautiful images while reducing power consumption. You enjoy an energy saving TV with superb viewing performance.

The pursuit of higher image quality and concern for the environment go hand-in-hand at Panasonic. Both are key topics that guide our quest for innovation in research and development.



ECO LINK



When you previously switched on your TV, HDMI control features (CEC) such as VIERA Link would have turned on all connected HDMI devices and, therefore, wasted power. When you switch on your VIERA TV, with Eco Link, all connected Panasonic HDMI-devices¹ will be set to a quick-start mode. This not only saves power, but also significantly reduces the boot time of your Blu-ray Disc™ and DIGA players/recorders.

¹ For models equipped with the latest VIERA Link version.

EASY ON THE EYES

A study by the Ludwig-Maximilian University in Munich confirmed that Panasonic Plasma TVs are easier on the eyes than comparable LCD TVs. The reason for the excellent performance on the human perception of Panasonic NeoPlasma is: technology. The sharp motion high contrast combined with an image rich of gradation and details not only ensures picture perfect images, but also reduces eye movement. Unlike LCD TVs, the NeoPlasma flat panel continuously adapts its brightness pixel-by-pixel and is, therefore, always evenly lit, thus, cutting down on pupil activity. Reduced blinking is proof that Plasma viewers' eyes are less fatigued in general.

www.panasonic.co.uk



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