



Panasonic Automotive Systems America to Showcase 3DVU Technology at Consumer Electronic Show 2006 in Las Vegas

Panasonic Automotive Systems America will showcase its technology at coming Consumer Electronic Show in Las Vegas.

Raanana, Israel ([PRWEB](#)) January 2, 2006 -- 3DVU, a leading global provider of 3D digital visualization of imagery, map data and other geographic content, announced today that Panasonic Automotive Systems America will showcase its technology at coming Consumer Electronic Show (CES) in Las Vegas, January 5th to 8th, 2006.

Panasonic Automotive Systems America a Division of Panasonic Corporation North America, will demonstrate 3DVU visual map™ technology as part of a Rear Seat Infotainment Center. The demonstration is a virtual 3D representation of the Las Vegas Strip made of aerial imagery and 3D building provided by Sanborn of Colorado Springs, CO and building textures from Pictometry of Rochester, NY. Panasonic dominates the Rear Seat Entertainment (RSE) market and leads the J.D. Power and Associates 2005 Rear Seat Entertainment Satisfaction and Usage StudySM.

“Panasonic Rear Seat Infotainment Center is part of our vision to provide integrated infotainment platform for our customers” said Mr. Hakan Kostepen, Panasonic Automotive Systems America, Senior Manager, Product Planning. “Our collaboration with 3DVU will bring a new level of user experience combining location based information, entertainment and state of the art 3D visualization. It is the perfect combination to address our target audiences” added Kostepen.

“We at 3DVU are excited to join forces with Panasonic in addressing this new market segment and audiences” stated Isaac Levanon, 3DVU Chairman and Chief Executive Officer. “We are very pleased to be working closely with Panasonic. Through this initiative we will work together to ensure that we capitalize on the strengths of our respective technologies and competencies” added Levanon.

About Panasonic Automotive Systems America

Panasonic Automotive Systems America’s current products include automotive audio systems, DVD Rear Seat entertainment systems, deck mechanisms, speakers and displays, as well as electronics components, including sensors, switches, motors and batteries. Panasonic Automotive Systems America a Division of Panasonic Corporation North America which is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Osaka, Japan, one of the world’s leading developers and producers of innovative electronic and electrical products for consumer, business and industrial use.

About 3DVU

3DVU was established in the year 2000 to revolutionize the way in which we view, navigate and interact with our world. This vision remains allowing users to view the source of mapping—imagery. 3DVU has developed a unique technology that streams imagery and elevation and present it in 3D perspective on any digital device anywhere in the world.

This technology presents the most realistic navigation aid available on any digital device enabling in-car navigation systems, PDAs, PNDs, mobile handsets and PCs to display realistic, 3D virtual worlds. Using Visual Map™, satellite and aerial imagery, and terrain elevation, as well as mapping data, such as points of interest



and route information, this information can now be streamed over limited-bandwidth communications with realistic 3D views and smooth maneuverability.

3DVU is changing the face of mapping by providing the freedom to look at the world in a more realistic manner. The company is strategically partnered with carmakers; navigation systems, mobile devices and handset developers; major satellite and aerial imager-sensing entities; and mapping and GIS data providers.

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