

FOR IMMEDIATE RELEASE

PANASONIC WORKGROUP SCANNER WINS BBB 2010 EDITOR'S CHOICE AWARD

High-speed KV-S1045C Earns Second Coveted Better Buys for Business Award within Six Months

SECAUCUS, NJ (November 11, 2010) -- Panasonic System Networks Company of America today announced that its KV-S1045C full-color, high-speed workgroup scanner has been awarded the coveted 2010 *Better Buys for Business* Editor's Choice Award, marking the fourth time a Panasonic scanner has topped the BBB workgroup scanner ratings. The KV-S1045C also received the *Better Buys For Business* Scan-to-File Award in April of this year.

After an exhaustive evaluation of competitive models from every major office machine vendor, *Better Buys For Business* researchers and editors declared the KV-S1045C the 2010 standard bearer based upon criteria that included quality, performance, value and positive user feedback in the areas of real-world functionality, ease of use and brand satisfaction.

"Winning a *Better Buys For Business* Editor's Choice Award is one of the most coveted honors in our industry and is a validation of Panasonic's engineering, production and marketing vision for its scanners," commented Bill Taylor, President of Panasonic System Networks Company of America. "Unlike other publications, *Better Buys For Business* tests office machines head-to-head and consults the most important 'evaluators' of all, customers who are using them to improve their office efficiency and workflow on a daily basis."

The 26 page-per-minute KV-S1045C features Panasonic's exclusive "Double-Exposure" technology for automatically scanning and combining the content of both sides of an ID card or document into a single electronic image, and mixed-batch scanning of paper documents and hard-plastic ID cards. Its lightweight, quiet, low-profile/small-footprint design makes it ideally suited for service in crowded front offices and reception areas in healthcare, transportation, law, insurance, financial services and other industries where data from a wide variety of documents must be captured at its point of entry.

The nation's leading, advertising-free independent buyer's guide for office equipment, *Better Buys for Business* equipment research and analysis reports have been helping enterprise buyers of copiers, printers, fax machines, scanners and duplicators make smarter, more informed purchasing decisions for more than 20 years.

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About Panasonic System Networks Company of America

Based in Secaucus, NJ, Panasonic System Networks Company of America, is a unit of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: [PC](#)). A comprehensive business-to-business solutions provider, the company develops and delivers reliable, affordable, and flexible solutions for communication, collaboration, security and productivity. The complete suite of solutions addresses home and business communications, security and surveillance systems, retail information systems, office productivity solutions, and high definition visual conferencing, keeping Panasonic customers connected, informed, accessible and secure. Information is available at www.panasonic.com/psna. Additional company information for journalists is available at www.panasonic.com/pressroom.

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