Live life to its fullest

Panasonic
Elevating your experience with every product we create
At Panasonic, our goal is to help you get more enjoyment from the things you love. Photography. Music. Cooking. Fashion. Cinema. Our products let you indulge your passions, share them with others and accomplish things you simply couldn’t before.

We start with an understanding that technology isn’t about specs. It’s about making a difference in how you live. The result: products designed to meet your needs, save you time and integrate seamlessly into your life.

1 billion customers around the world use Panasonic products each day
For more than 100 years, we’ve been making quality products that continually deliver great experiences. See the difference that advanced technologies, human-centric design and proven reliability make across our lineup of products, including:

- Industry-changing LUMIX cameras
- Legendary Technics headphones and turntables
- Advanced HomeHawk home monitoring systems
- Reliable Panasonic personal care products
- Innovative Panasonic kitchen appliances

With these products, every interaction is designed to be more intuitive, convenient and flexible than the last, contributing to a better life and a better world.
Advanced technologies that change industries
How do we elevate consumer experiences? By leveraging 100 years of expertise and innovative thinking in a range of product categories.

In hi-fi audio, we created a new standard with Technics direct-drive technology, turning the turntable into a musical instrument for DJs. In photography, we upended the market by eliminating the mirror that made cameras too bulky and obtrusive. And in microwaves, we introduced inverter technology to go beyond reheating to poaching, steaming, braising and even grilling the perfect steak.

Today, our advanced technologies continue to change industries. Our hairdryers, which feature our revolutionary nanoe™ technology, moisturize as they dry using electrostatic atomized water particles. And our next-generation LUMIX S Series brings the benefits of mirrorless cameras to the full-frame photo and cinema market.

Human-centric design in harmony with you
We’ve always believed technology should feel like a seamless extension of you, with every part in precisely the right place — a perfect union of form and function that lets you stay focused on bringing your passions to life.

The next frontier? Technology that senses, anticipates and responds to human needs. With our HomeX lifestyle platform, we’ll be bringing IoT and artificial intelligence to every product in the home, from appliances to electronics. HomeX will learn from billions of interactions and proactively customize your home environment to each family member’s preferences.

Reliable Japanese craftsmanship
A passion for craftsmanship is part of our heritage. You’ll hear it in the exacting attention to detail that’s set our Technics turntables apart for decades. You’ll feel it in the assured touch of our shavers, which leverage the special techniques of fine Japanese swordsmiths. And you’ll taste it in the meals prepared with our technologically advanced appliances, inspired by one of the world’s healthiest cuisines and designed to optimize nutritional benefits.

Navigating the red carpet at Cannes
In a jungle of 400 photographers angling for shots, French photojournalist Olivier Anrigo turns to LUMIX for its ergonomics, low-light abilities and focus.

Solutions

Photography
• LUMIX cameras
• Camcorders

Kitchen & home
• Combination ovens
• Microwaves
• Rice cookers
• Bread makers
• HomeHawk home monitoring systems

Health & personal care
• Shavers and trimmers
• Hair dryers
• Oral care
• Blood pressure monitors
• Massage chairs

Audio & video
• Technics turntables
• Headphones
• Blu-ray and DVD players
Innovation opens new possibilities
Whether you’re trying to capture the details of a landscape or the complex flavors in a special dish, Panasonic products empower you to do everything a little better.

LUMIX: Changing the world of photography
As the first in mirrorless cameras, we continue to create cameras that help every photographer and videographer achieve their vision. Our G Series, popular with enthusiasts, semi-professionals and professionals, provides low-light and 6K/4K video capabilities for the wide-aspect Hollywood look.

Legendary Technics turntables
The de facto standard for DJs worldwide, Technics continues to deliver rich audio experiences, building on its storied musical legacy with innovations such as a coreless direct-drive motor and full digital pitch control.

Premium home entertainment
Panasonic video experiences are as dazzling as our audio. Our Blu-ray players deliver amazing detail thanks to our Hollywood Cinema Experience processor, along with voice control and 4K VOD streaming.

Faster, more flavorful food
In the kitchen, our innovative appliances and microwaves make it simple to optimize the texture, color and nutrients in cooking.

Personal care with more flair
When it’s time for some self-care, count on Panasonic to help you look your best. Our leading-edge beauty and grooming products include everything from moisturizing hair dryers to incredibly sharp shavers.

Home security that sees more
We can also help you feel more secure with the HomeHawk home monitoring system. It offers wide-angle viewing in color, even at night, with no monitoring fees required.

Testing LUMIX above the Arctic Circle
Shooting in temperatures as low as –24 degrees Celsius, professional photographer Jonas Borg finds his LUMIX cameras stand up to the cold and deliver.
At Panasonic, we anticipate the future, innovate continuously and integrate disruptive technologies to create breakthrough solutions for our customers.

Why Panasonic?
• Deep expertise in consumer products
• Preferred technology partner of many industry leaders
• Legendary product quality and reliability
• Integrated solutions focused on enhancing the customer experience
• Global reach with comprehensive service and support
• A leader in 10 disruptive technologies transforming business and industry

See how our consumer products can help enhance the customer experience.

https://na.panasonic.com/us/industries/consumer