

New Panasonic App To Help Find the Right Battery

Zellik 26 October 2017 — In a world buzzing with modern electronics, finding the right type of battery for a specific device can be difficult. This is where Panasonic Energy Europe can help. This leading battery manufacturer has launched the ‘Panasonic Battery App’ – an easy-to-use mobile app enabling buyers to quickly and effortlessly find the battery they need.

The Panasonic battery range currently comprises of 4 different alkaline grades: EVOLTA, Pro Power, Everyday Power and Alkaline Power – each one with a different capacity. As different appliances require different levels of energy, Panasonic want to help battery consumers “see the wood for the trees” by guiding them through their purchase decision. Although the battery app has been designed primarily to facilitate a search for batteries, it also comes with some additional fun features, as follows:

1. Use ‘Find My Battery’ to find the right battery

The ‘Find my Battery’ function will help users to learn which battery type they need for a particular electronic device, by choosing from a list of simple icons. If they cannot find a device from the list, then a list of ‘other appliances’ is made available. As soon as they have chosen an appliance and a battery size, the app suggests the best suited Panasonic battery line for their purpose. It also provides additional information to prevent users from purchasing the wrong type of battery.

2. Choose the ‘Augmented Reality’ feature for a supernatural experience

In addition to the app’s primary features, a third, neater function has been added. The ‘Augmented Reality’ function allows smartphone users to add an extra dimension to their photos. As the scene changes through different photo shots, the AR function will add to the picture a 3D image of Spider-Man (a reference to Panasonic’s latest co-branding franchise: the new ‘Spider-Man: Homecoming’ movie). This will enable users to ‘take a selfie with Spiderman’ in a variety of different locations around the world! Moreover, until 31 December 2017, European Spider-Man enthusiasts can win a city trip to New York, by trying to catch as many contacts into their digital & social media webs – just like Spider-Man himself.

The Panasonic Battery App will be available in the Google Play and App Store as of 26 October.

ABOUT PANASONIC ENERGY EUROPE NV

Panasonic Energy Europe is headquartered in Zellik, near Brussels, Belgium. The company is part of the Panasonic Corporation, a leading global manufacturer of electronic and electrical goods.

Panasonic's vast and lengthy experience in the consumer electronics field has helped to make Panasonic the largest battery manufacturer in Europe today. The European production facilities are located in Tessenderlo, Belgium, and Gniezno, Poland. Panasonic Energy Europe supplies 'mobile' energy solutions to more than 30 European countries. The company's diverse product range includes rechargeable cells, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline, silver oxide). For more information, please visit: www.panasonic-batteries.com

ABOUT PANASONIC

The Panasonic Corporation, based in Osaka Japan, is a leading company worldwide and concerned with the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. In the financial year ended 31 March 2015, Panasonic posted consolidated net sales of around 57.28 billion EUR. Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe. More information about the company and the Panasonic brand name at www.panasonic.net.

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