

Matsushita Activities of Universal Design

**Matsushita Electric Industrial Co., Ltd.
Panasonic Design Company**

**President, Panasonic Design Company
Toyoyuki Uematsu**

Panasonic

Universal Design

Producing products which express courtesy, sense, modesty and relaxation. The basic philosophy is to make the consumers pleased.

**Announcement of the founder,
Konosuke Matsushita (1942)**



Providing consideration to more people through products and services in an attempt to establish enriched lifestyle in which more people live in comfort.

6 Basic Points (UD basic regulations)

- 1** Consideration to understandable operations
- 2** Consideration to clear display and explanation
- 3** Consideration to comfortable posture and action
- 4** Consideration to movement and space
- 5** Consideration to safety and security
- 6** Consideration to user environment

LED Neck-Light



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LED Neck-Light

- (a) Handy light hung around the neck with both hands free**
- (b) Simply turn switch to turn it on or off**
- (c) About 30-grum lightweight design**



- 1 Consideration to understandable operations**
- 5 Consideration to safety and security**

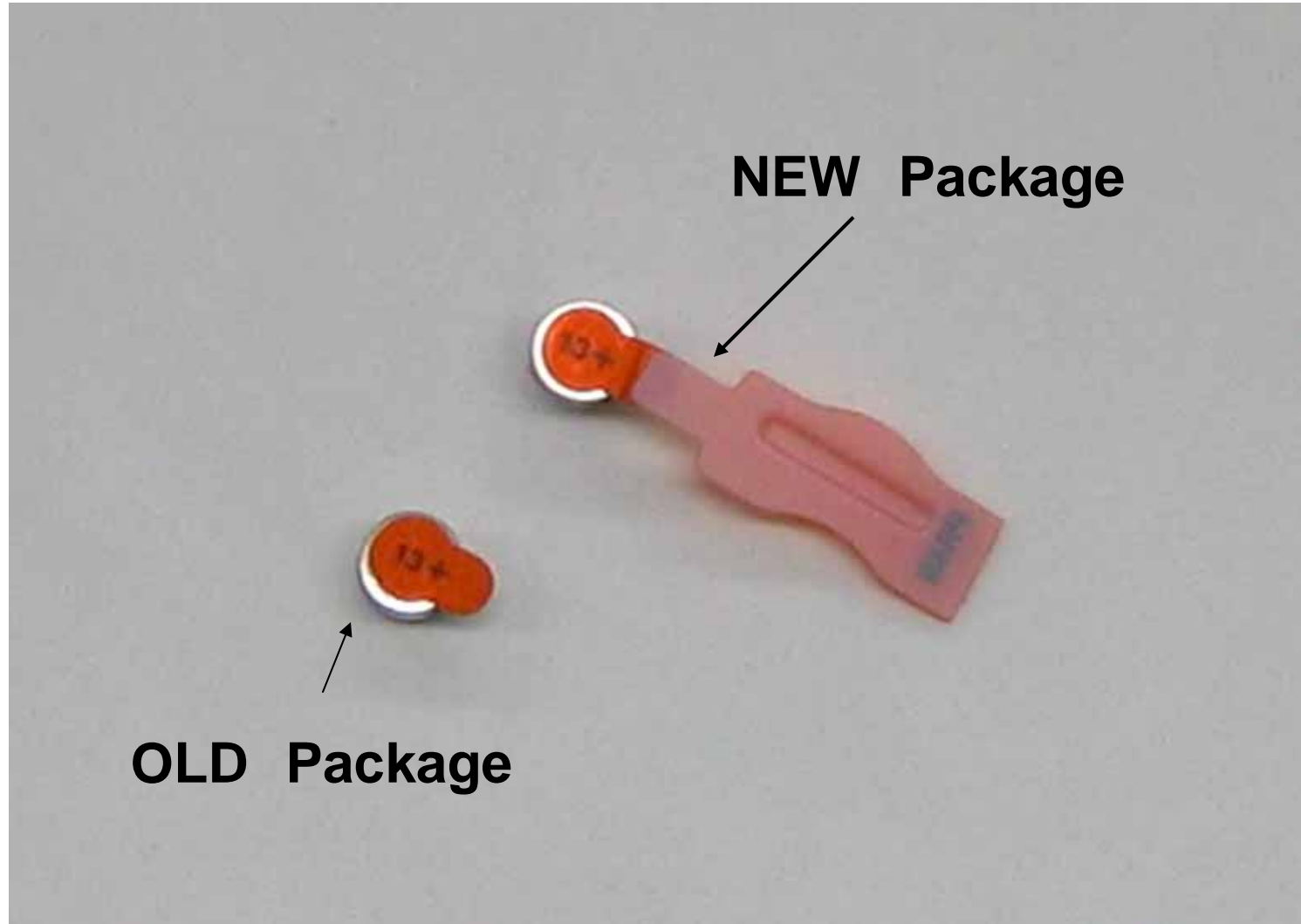
Zinc-Air Batteries Package



3 Consideration to comfortable posture and action

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Zinc-Air Batteries Package



Zinc-Air Batteries Package



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Staircase Lighting



- 5 Consideration to safety and security**
- 6 Consideration to user environment**

Tilted-Drum Washing Machine



3 Consideration to comfortable posture and action

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Development of a New Cordless Phone

Best of Innovations
2005 CES Innovations Awards, USA

Audibility sound
clarity,
sound volume



KX-TG2386

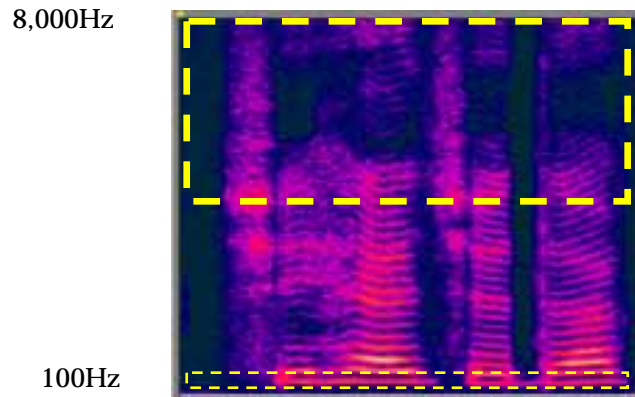
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Development of a New Cordless Phone



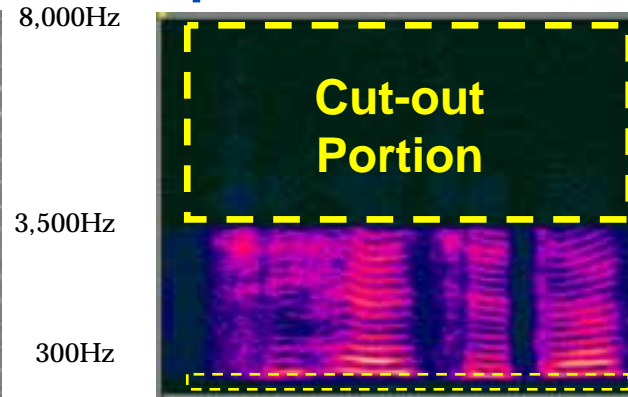
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Human Voice



(a) Human Voice

Telephone Line Bandwidth



(b) Human Voice on the Telephone Line
(Vanished area)

Voice Enhancer Sound



(c) Voice Enhancer Sound (Recovered voice)

Larger fonts and better contrast of printed characters

(Normal Vision)

(Cataract Vision)

(a) Normal model



(b) KX-TG2386



2 Consideration to clear display and explanation

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National Center TOKYO



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