



## Your Power Partner

### A world leading battery manufacturer.

Selling Panasonic batteries makes you a working partner with one of the largest battery manufacturers in the world. With our two European factories we are a major battery manufacturer in Europe.

### The power specialist.

As part of an organization that manufactures leading-edge electrical and electronic goods, Panasonic Batteries is able to anticipate and react faster to the power demands of future products.

### Strong European network.

Panasonic Batteries has established an extensive sales network, bringing portable energy to customers in more than 35 European countries.

### Fast delivery service.

Our central distribution centre in the heart of Europe ensures you get a fast delivery service.

### Powerful Panasonic branding.

Panasonic is one of the world's largest consumer electronics manufacturers, with high brand awareness and a dynamic and prestigious image.

### A complete range of batteries.

With our alkaline, zinc carbon, rechargeable, photo lithium, coin cells, zinc air and silver oxides, there is a Panasonic battery for every application.

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This leaflet is also available in other languages: French, German, Czech, Italian and Spanish.



The Ultimate Power



## Panasonic batteries turn up the power...

- Increased capacity, higher performance\*
- More pictures, more and faster flashes\*
- More satisfied consumers\*

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photo lithium

**Panasonic Batteries**  
 The Ultimate Power

\*see inside for more details



## Increased capacity for more pictures!

Panasonic has turned up the power on top-selling CR-123, CR-P2 and 2CR-5 photo lithium batteries:

- for Point & Shoot and Digital operators
- capacity increase up to 15% (1400mAh up to 1600mAh)\*
- higher performance proven in tests\*

### Strong sales argument to your customers

- increased number of pictures, faster and more flashes\*\*
- longer lasting even with auto zoom and LCD screen\*\*
- more convenient, better value power source

### More satisfied consumers

- users will notice the higher performance
- more customer satisfaction
- increased consumer loyalty

## The Panasonic batteries line-up for your customer needs

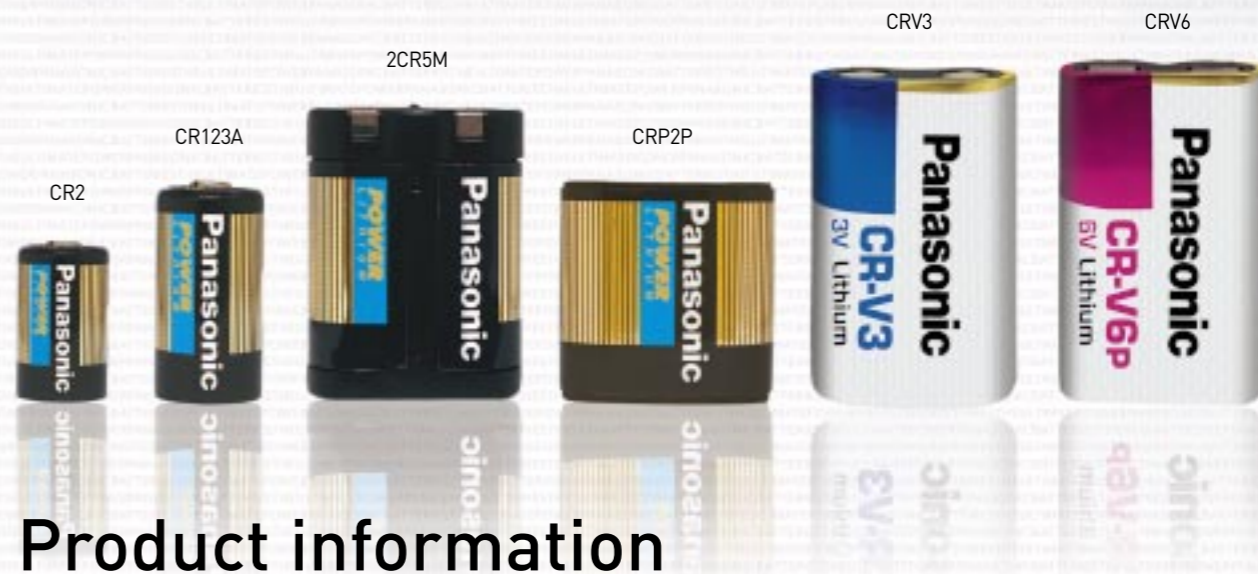
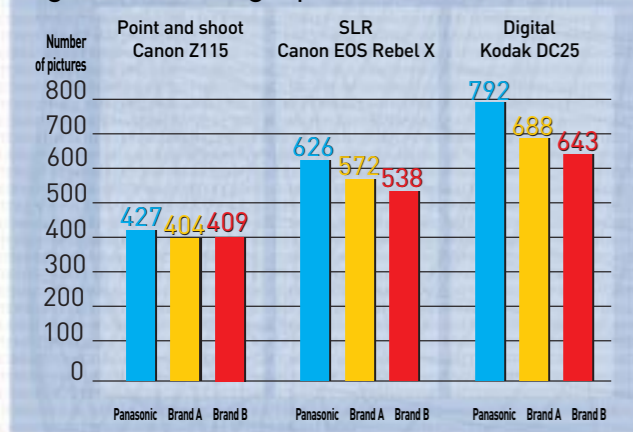


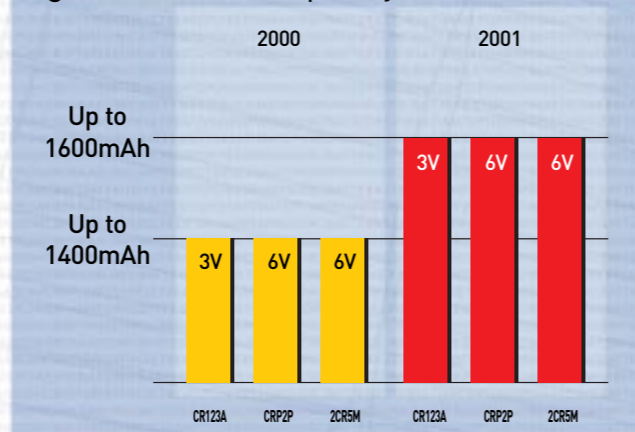
photo lithium

## Tests show why Panasonic batteries are N°1 ...

### Higher discharge performance\*



### Higher nominal capacity



## Product information

### specifications

MODEL N°	CAPACITY (mAh)	VOLTAGE (V)	HEIGHT (mm)	DIAMETER (mm)	WEIGHT (g)
CR-123AEP/1B	1600	3	34,5	17,1	17
CR-123AEP/2B	1600	3	34,5	17,1	17
CR-P2PEP/1B	1600	6	36	19,5 x 34	37
2CR-5MEP/1B	1600	6	45	17 x 34	37
CR-2EP/1B	750	3	27	15,6	11
CR-2EP/2B	750	3	27	15,6	11
CR-V3/1B	3000	3	52	14 x 28	39
CR-V6/1B	1500	6	52	14 x 28	39

### packaging

	BLISTER	BOX	CARTON
CR-123AEP/1B	1	10	100
CR-123AEP/2B	2	20	200
CR-P2PEP/1B	1	10	100
2CR-5MEP/1B	1	10	100
CR-2EP/1B	1	10	100
CR-2EP/2B	2	20	200
CR-V3/1B	1	10	100
CR-V6/1B	1	10	100

### EAN codes

MODEL N°	BLISTERCARD	INNERBOX	OUTERBOX
CR-123AEP/1B	5 410853 017097	5 410853 017172	5 410853 017257
CR-123AEP/2B	5 410853 017110	5 410853 017196	5 410853 017271
CR-P2PEP/1B	5 410853 017134	5 410853 017219	5 410853 017295
2CR-5MEP/1B	5 410853 017158	5 410853 017233	5 410853 017318
CR-2EP/1B	5 025232 016082	5 410853 010852	-
CR-2EP/2B	5 410853 013464	5 410853 013488	-
CR-V3/1B	5 410853 014430	5 410853 014447	-
CR-V6/1B	5 410853 014850	5 410853 014867	-

\*[internal Matsushita tests – Autumn 2001]

\*\*Panasonic CR-123, CR-P2 and 2CR-5 compared to previous generation