

Panasonic Smart TV Market Comes to Europe

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The Panasonic Viera Connect Market is now available in 27 European countries through an agreement with e-commerce solutions provider Digital River.



The countries include Austria, Belgium, Estonia, France, Germany, Greece, Ireland, Italy, Spain, Sweden, the Netherlands and the UK.

The Viera Connect Market allows users to purchase premium apps for their Viera TVs, including videos, music, social networks and games-- with Digital River handling sales of both digital and physical products across international borders.

The Panasonic Viera line includes 3DTVs and regular HDTVs in both plasma and LCD formats, with features such as built-in storage and DLNA certification.

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