

## Panasonic to Sell Smartphones in Europe in 2012

Written by Marco Attard  
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Panasonic will enter the European mobile market again-- and plans to start selling smartphones in Europe from Spring 2012-- according to the Nikkei business daily.



The newspaper says Panasonic is in talks with "a major telecommunications firm" operating in Europe and will be offering Android-powered handsets.

The news lines up with rumours Panasonic is looking for a PR agency to help with a smartphone launch covering 6 EU countries (including the UK). According to PR Week, Panasonic will launch the P-07C-- a 4.3" touchscreen handset with mobile TV capabilities.

Another potential Panasonic Android is the Lumix P-02D, currently offered in Japan by NTT DoCoMo.

Panasonic used to sell mobile phones outside of its home Japan until 2005, when it retreated out of Europe and China due to stiff price competition and other market pressures. More news should emerge on the run-up to CES or MWC 2012, since Panasonic will be making an appearance at both shows.

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Go [Panasonic in PR Agency Hunt for Foray into Smartphones \(PR Week\)](#)

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