

NEWS RELEASE

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**Japan Airlines Selects Panasonic Avionics' eXConnect Service for  
In-Flight Broadband Connectivity**

**SEATTLE, WA – September 15, 2011** – Panasonic Avionics (Panasonic), the world leader in state-of-the-art in-flight entertainment and communications (IFEC) solutions, today announced that it will install its broadband Ku connectivity solution, eXConnect, on Japan Airlines Co., LTD (JAL) aircraft. Under terms of the agreement, Panasonic initially will provide in-flight broadband connectivity on JAL's Boeing 777 fleet. In addition, the companies will continue to develop the timeline to expand broadband service to JAL's entire long range fleet. JAL will be one of the first airlines to offer broadband internet service across the Pacific on its flights from Japan to North America and Europe.

As part of the company's Global Communications Suite, Panasonic's eXConnect service provides two-way broadband connectivity to aircraft in flight. It supports a wide range of applications, including Internet access, VPN real time television, data, and the ability to monitor and transmit operational data in real time at speeds of up to 50 Mbps to the aircraft.

“The traveling public wants the option of staying connected and in communication with their work or families and friends on the ground even when they are onboard a

flight,” said Hideo Ninomiya, Executive Officer of Route Marketing for Japan Airlines. “We are delighted to work with a reliable brand like Panasonic and are confident that the quality of their product would enable us to meet the needs and the expectations of our valued customers.”

“We are very excited and honored that Japan Airlines has selected our eXConnect services for in-flight broadband connectivity,” said Paul Margis, Chief Executive Officer for Panasonic Avionics. “Asia is a strategic market for Panasonic because consumers continue to adopt mobile broadband connectivity solutions at record paces. With eXConnect, Japan Airline’s passengers will now be able to enjoy the same kind of connected broadband experience in-flight, that they experience each day on the ground.”

### **About Panasonic Avionics**

Panasonic Avionics is the world's leading supplier of in-flight entertainment and communication systems. The company's best-in-class solutions, supported by professional maintenance services, fully integrate with the cabin enabling airlines to deliver the ultimate travel experiences with a rich variety of entertainment choices, resulting in improved quality communication systems and solutions, reduced time-to-market and lower overall costs.

Established in 1979, Panasonic Avionics, a U.S. corporation, is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC). Headquartered in Lake Forest, California with over 3,100 employees and operations in 80 locations worldwide, it serves over 200 customers worldwide and provides IFEC systems on over 3,700 aircraft. For additional information, please visit [www.panasonic.aero](http://www.panasonic.aero).

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