

NEWS RELEASE

Contact:

Brian Bardwell

Telephone: +1 949.462.1742

Email: Brian.Bardwell@panasonic.aero

**Panasonic Avionics Corporation Demonstrates iPad-Based IFE Concept at the
2011 APEX Expo**

Seattle, WA – September 13, 2011 – Panasonic Avionics Corporation (Panasonic), the world leader in state-of-the-art in-flight entertainment and communications (IFEC) systems, today unveiled a proof-of-concept entertainment solution that uses iPad as a portable in-flight media player. The innovative Panasonic iPad-based portable demonstration will be on display in the company's Cool Room during the APEX Expo, September 13-15, in Panasonic's booth, number 301.

Panasonic's proof of concept includes an iPad in a ruggedized case; a Smart Galley Cart used for storage, charging, and media loading; and a media player app that provides all necessary AVOD features and functions, including support for games, electronic magazines, duty free shopping, and airport information. The concept could be combined with Panasonic's eXW system or eXConnect service to support a wider range of services such as food and beverage ordering, live television programming such as news and sports, and concierge services.

"Over the past few months we held discussions with customers about their non-embedded IFE needs. While we continue to see increasing momentum behind solutions such as our eXW wireless IFEC system, many airlines have also shown interest in a portable product that could be used on short to medium range flights, or as a complement to seat back IFEC solutions," said Marshal H. Perlman, director of business development for Panasonic Avionics Corporation. "By demonstrating

this proof of concept in our Cool Room at the APEX Expo, we have a unique opportunity to engage our airline customers, talk about their interest in these types of solutions, and solicit their feedback on our vision of a portable media player solution that uses the revolutionary iPad.”

About Panasonic Avionics Corporation

Panasonic Avionics Corporation 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, and lower overall costs.

Established in 1979, Panasonic Avionics Corporation, 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.

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