

**NEWS RELEASE**

**Contact:**

Brian Bardwell

Telephone: + 1(949) 462-1742

Email: [Brian.Bardwell@panasonic.aero](mailto:Brian.Bardwell@panasonic.aero)

## **Panasonic Avionics' Global Communications Suite Provides Broadband Connectivity on Lufthansa Trans-Atlantic Flights**

**LAKE FOREST, Calif. – 30 Nov. 2010** – [Panasonic Avionics Corporation](#) (Panasonic), the world leader in state-of-the-art in-flight entertainment and communication (IFEC) systems, today announced that its Global Communications Suite enables [Lufthansa's](#) newly re-launched FlyNet broadband internet service. Using the Global Communications Suite's eXConnect system, FlyNet will provide passengers with in-flight broadband connectivity on Lufthansa's commercial intercontinental flights, beginning December 1<sup>st</sup> on North-Atlantic routes. The service was demonstrated earlier today on an international flight traveling from Frankfurt, Germany to New York, U.S.A.

"We are very excited to announce that our Global Communications Suite is operational, initially on transatlantic flights offered by Lufthansa, our launch customer," said Paul Margis, Chief Executive Officer for Panasonic Avionics Corporation. "We are honored to be part of Lufthansa's FlyNet re-launch, and we believe that our Global Communications Suite will play a key role in helping them deliver their industry-leading in-flight broadband internet service."

"Broadband Internet on board our long-haul flights is an innovation in the interests of our customers," said Thierry Antinori, a member of the Lufthansa German Airlines Board. "With Panasonic as our technology partner, we can now again offer passengers a fast, state-of-the-art, broadband service, just like they would expect in a hotel or in a public hotspot – but at 30,000 feet."

Panasonic's Global Communications Suite is comprised of three main product offerings – eXConnect, eXPhone, and eXTV. eXConnect provides two-way broadband connectivity to an aircraft. It supports a wide range of passenger and crew applications, including Internet access offered in cooperation with Deutsche Telekom, voice, data, and the ability to monitor and transmit airline operational data in real time. The company's eXPhone product, offered in collaboration with AeroMobile's GSM mobile phone service, allows passengers to use their mobile phones, smart phones and BlackBerry® devices onboard to make voice calls if selected by the airline, send SMS text messages or use GPRS services such as email and Internet access. Panasonic's eXTV television network delivers high-quality, live television to passengers during their flight. It provides live, uninterrupted programming to aircraft flying all over the world, even over oceans. The service offers several core channels as well as regional channels.

With eXConnect, FlyNet lets passengers use their own electronic and communication devices, such as laptops, smart phones and PDAs, to wirelessly connect to the internet. Passengers will be able to browse the internet; access social media sites; explore the free Lufthansa FlyNet portal for the latest news on politics, economics, sports and entertainment; connect to VPNs to send/receive emails and attachments; and instantly share their location via Facebook and Twitter.

### **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 2,600 employees and operations in 50 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).

###