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MAS Lights Up In-flight Interactive Content and Applications with Fuse Interactive

Matsushita Avionics Systems Corporation and Fuse Interactive Announce Strategic Partnership

Bothell, WA, USA (April 23, 2001) – MAS (Matsushita Avionics Systems Corporation), the leading supplier of In-Flight Entertainment systems, is joining forces with Fuse Interactive, an award-winning interactive design and technology company, to develop the next generation of in-flight interactive content and applications on MAS systems.

The MAS System 2000E In-Flight Entertainment System has proven itself as the most successful platform for interactive applications and content. The newly launched MAS System 3000 is pushing the frontier to even higher levels with a new, faster, more capable Digital Seat Electronic Box, high-speed broadband connection from the server to the seat and more powerful servers. Under this partnership, Fuse will develop the necessary web-based content delivery infrastructure that includes passenger interface modules, the server applications and a suite of ground content and media management tools.

"This is a cool and very progressive extension of our Internet/interactive design and communications capabilities," said Patrick Macke, creative director at Fuse Interactive.

"Essentially, we are reinventing the traveler's in-flight experience by making the navigational schemes much more intuitive and making the graphical approaches much more impacting and enabling. By converting the in-flight entertainment system from an analog to a browser-based platform, MAS and Fuse are taking the next big step in providing users with a true Internet experience in the air. Passengers will be able to navigate freely and have access to dynamic content. Empowering applications like on-plane email and real-time Web browsing are close at hand."

"The partnership with Fuse represents our continuing effort to inject new innovations and external expertise into the In-Flight Entertainment industry," said Brinder Bhatia, MAS Executive Vice President. "Fuse brings to the partnership a refreshing new approach to seat application design."

Their experience and knowledge through providing interactive services to world-class companies is already providing MAS with valuable input in our system designs."

Fuses interactive products will be unveiled on MAS System 3000 near the end of 2001.

About Panasonic Avionics Corporation:

Panasonic Avionics Corporation Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. Headquartered in Lake Forest, CA Panasonic Avionics Corporation employs approximately 2500 employees based in over 70 locations worldwide.

Panasonic Avionics Corporation is a subsidiary of **Panasonic North America** (PNA). Based in Secaucus, NJ, PNA is the principal North American subsidiary of **Matsushita Electric Industrial Co., Ltd.** (NYSE: MC) and the hub of Panasonic's US marketing, sales and service operations. Additional information on Panasonic Avionics Corporation is available at www.panasonic.aero. Additional information on Matsushita Electric and Panasonic is available at www.panasonic.com.