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## **Matsushita Avionics Systems to Launch MASMedia Asia and Applications Development and Integration Center in Singapore**

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**Asian Aerospace 2002 – Singapore (27 February, 2002)** – MAS (Matsushita Avionics Systems Corporation), the leading supplier of in-flight entertainment systems, today announced the May 2002 launch of its Applications Development and Integration Center (ADIC) in Singapore. This facility will enable MASMedia, the interactive division of MAS, to tap into the rich pool of interactive applications and content providers in the region and offer a realistic simulation environment for evaluation and testing of in-flight products.

The new center provides an assortment of actual aircraft components, including distribution networks, airborne application servers, fibre channel storage devices, and digital flat panel displays that fully replicate the aircraft environment.

The Singapore facility is the In-flight Entertainment industry's first such establishment and signifies MAS' commitment to its Asian customers and its on-going effort to expand its interactive offerings. The regions' application developers and content/media players stand to benefit by bringing their products to market faster and more cost effectively.

"Airlines are faced with the challenge of managing the introduction of often complex interactive applications and content sourced from different vendors. By bringing the facility closer to the customer and vendors, we are in a better position to facilitate the development of new innovative interactive products, in the most cost-efficient and reliable fashion," said Alan Pellegrini, Senior Vice President of Marketing. "We chose Singapore as the home base because of its status as the region's aerospace hub, its highly trained workforce and the congregation of interactive, media and entertainment companies."

MASMedia Asia will focus on managing ADIC's day-to-day operations, acquiring local/regional content and assisting airlines to implement new applications and services on their systems. With the Asian office, MASMedia is looking to strengthen its position as the leading provider of in-flight

applications such as multiplayer games, live streaming text news and soon, in-seat email and SMS (Short Message Services) applications. Interactive companies already working with MASMedia include international partners such as Nintendo of America Inc.

**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](http://www.panasonic.aero). Additional information on Matsushita Electric and Panasonic is available at [www.panasonic.com](http://www.panasonic.com).