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Nintendo Takes Game Boy(R) to the Skies Nintendo, Matsushita Avionics Systems Corporation and Singapore Airlines to Launch New Gateway Entertainment System

Redmond, Washington, USA (September 11, 2000) – Game Boy is about to take off, literally. Nintendo, Matsushita Avionics Systems Corporation (MAS) and Singapore Airlines (SIA) are joining forces to launch Singapore Airlines' newest Boeing 747-400 with the first operational MAS System 3000 In-Flight Entertainment (IFE) system featuring Nintendo's newest airline product, Gateway Game Boy. The first plane equipped with this advanced technology is scheduled to enter service this November.

Gateway Game Boy will allow airline passengers to enjoy the latest in video game entertainment which could include such popular Nintendo franchises as Pokémon, Mario and The Legend of Zelda, along with many more titles. Nintendo intends to have several dozen games available initially and add the latest titles to the inventory as they are launched to the worldwide retail market.

Super Nintendo® (SNES) Gateway airline games were first introduced in 1994 and required specialized Nintendo hardware for each airline seat. The new Gateway Game Boy system needs only the standard MAS System 3000 seat central processing unit and a Nintendo-compatible game controller to operate. Airline passengers will be able to select games from the system's menu and game software will automatically be downloaded to the seat for immediate play.

As with airline game play and other forms of on-demand in-flight entertainment, games can be paused automatically during flight announcements, allowing passengers to resume play from the same action point.

"Airline game play is not new, but this innovative system is completely unique, offering a vastly improved form of play," says Peter Eck, Director Network Planning, Nintendo of America.

"Gateway Game Boy will allow passengers to enjoy Game Boy games right in their seat – all without the need for any specific hardware in the seat back."

Takashi Mizuma, President, Matsushita Avionics Systems Corporation, noted: "The launch of MAS System 3000 on Singapore Airlines represents another pioneering step in in-flight entertainment and communications. System 3000 features the very latest in AVOD and Internet technology for airline passengers, and the integration of the Nintendo Gateway Game Boy into System 3000 further illustrates the power and potential of this technology." In addition to technical collaboration, MAS also has agreed to be a licensee of Nintendo games to airlines.

"Gateway Game Boy will offer SIA passengers the very latest in Nintendo's world-class video game entertainment," says Dr. T.K. Yeoh, Senior Manager Inflight Entertainment, Singapore Airlines. "Passengers will now be able to play all the classic Nintendo characters and brand new ones from the most successful video game system in the world, all on the most advanced IFE system in the world."

"We are delighted that our customers will be the first to enjoy these exciting new interactive games," adds Mr. K.W. Yap, Senior Vice President Marketing Services, Singapore Airlines. "We shall be announcing more advances in our inflight entertainment and communications system in the coming months, as we develop our SIA Cyber Cabin initiative. Our goal is to provide our customers with the best selection of inflight entertainment in the industry and the facilities to stay connected at all times, on the ground and in the air."

Nintendo will continue to support the SNES Gateway product. SNES games are currently in 50,000 airline seats and continue to be extremely popular with passengers in all cabins of aircraft. SNES systems are currently available on Ansett Australia, Virgin Atlantic, Singapore Airlines, Malaysia Airlines, Air China, Air Canada, China Airlines, All Nippon Airlines, and Kuwait Airlines.

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.

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