

**FOR IMMEDIATE RELEASE**

## **Matsushita Avionics Systems Corporation and KID-Systeme GmbH Announce Strategic Agreement**

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**KID-System / MAS will integrate notebook power into IFE**

**WAEA - Anaheim, California, USA (September 21, 2000)** – Matsushita Avionics Systems Corporation (MAS) and KID-Systeme GmbH (KID) used this year's WAEA Conference and Exhibition to announce a new strategic agreement to develop integrated in-seat power modules for notebook computers. KID-Systeme will provide its 110VAC and 15VDC laptop power for integration into narrow- and wide-body systems.

Business travelers need and desire a "virtual office" that accompanies them wherever on earth - or above the earth - they go. The need does not disappear when their air carrier leaves the runway. Power for notebook computers at each seat is becoming a necessity in today's fast-paced world.

KID-Systeme, a wholly-owned subsidiary of EADS Airbus, has developed and marketed two configurations of SKYpower, their notebook computer power system: a 15V direct-current system ("classic") and a standard 110V alternating-current system ("millennium"). The 110V AC SKYpower system has already been certified in July 1999 for Lufthansa German Airlines and has been in revenue service with Lufthansa since April 2000, and was recently approved by the FAA.

MAS will incorporate SKYpower into its In-Flight Entertainment (IFE) systems, providing passengers with "plug and play" capability for their laptop computers. According to Takashi Mizuma, MAS President, "A single power converter will be required for each seat group, and only one MCU will be required for standard single-aisle aircraft. We believe this will provide airlines with a simple, integrated, cost-effective solution to a growing need."

Adds Dr. Stephan Duetting, KID's President and CEO: "With the increasing need for integration, especially as to weight and cost reduction in narrow-body aircraft, this alliance is the next step in a long, trustful co-operation. For years, we already have a MAS interface integrated in our CIDS

cabin management system. The integration of SKYpower into MAS IFE systems is dedicated to the passenger's comfort."

It is anticipated that integrated notebook computer power modules will be available in 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](http://www.panasonic.aero). Additional information on Matsushita Electric and Panasonic is available at [www.panasonic.com](http://www.panasonic.com).