

**FOR IMMEDIATE RELEASE**

## **Matsushita Avionics Systems To Use Phitek Smartjack™ Technology**

---

### **Noise-Canceling Smartjack Available To Airline Customers At Lower Cost Than Stand-Alone Noise-Cancellation Headphones**

**Seattle, WA (12 September 2003)** – Matsushita Avionics Systems Corporation (MAS) And Phitek Systems Limited announced today at the World Airline Entertainment Association’s annual Conference and Exhibition in Seattle the development of a new noise-canceling technology. SmartJack™, developed by MAS in association with Phitek, is an extremely cost-effective and versatile solution for delivering active noise cancellation on commercial aircraft.

SmartJack incorporates several proprietary and patented features which delivery high-fidelity audio to the passenger while providing effective, wide-bandwidth noise cancellation using a broad range of headphone options. The headphone jack delivers outstanding audio performance in the airplane cabin at an affordable price.

SmartJack supports ARINC headphone types A2, B2, C2 and D2. The superior SmartJack technology provides up to 20dB of actual noise cancellation while at the same time enhancing headphone bass and treble response.

Mark Donaldson, Managing Director of Phitek Systems, noted that “a special feature of this new technology is that the SmartJack monitors headset performance in real time to ensure reliability and further enhance audio performance. SmartJack automatically selects the correct operating mode by identifying the type of headphone connected.”

According to Chris Lundquist, General Manager, Product Planning for MAS, “SmartJack is not just an effective noise-canceling solution for airlines, it’s also very affordable. It supports a wide range of noise-canceling headphones, some priced as low as US\$2 per unit, as well as non-noise canceling headphones. This gives airlines significant freedom of choice in selecting their headphone designers and vendors, keeping one eye on quality and the other on cost. And one of

the great conveniences of the MAS SmartJack is that it is form-and-fit replaceable with many existing MAS Remote-Jack Unit installations.”

SmartJack also comes equipped with a range of important features including Stability Watch™, a Distributed Filtering System, and electrostatic discharge (ESD) protection.

MAS is displaying SmartJack and other IFE systems and applications in Booth #1605 at WAEA.

**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).