

**FOR IMMEDIATE RELEASE**

## **Matsushita Avionics Systems Announces Entry Into Business Aviation Market**

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**Leading Supplier Of Commercial-Aviation IFE Systems Takes NBAA Stage In Orlando To Introduce Business Jet IFE**

**Orlando, FL (7 October 2003)** – Matsushita Avionics Systems Corporation (MAS), the leading supplier of In-Flight Entertainment systems to the commercial aviation market, used today's opening of the National Business Aviation Association's annual Conference to announce its entry into the business aviation IFE market.

MAS, a proud member of the Panasonic family, has been designing and manufacturing inflight entertainment systems for over 25 years. This year MAS is introducing eFX, its first offering for the business jet market. eFX combines the latest innovations in digital audio and video technology with the rugged reliability of commercial IFE systems. eFX capitalizes on the premise that "time is money," providing busy executives with ethernet connectivity and live text news updates, VIPs with the best in digital audio / video content on demand, crews with cabin settings at their fingertips, and everyone with iXplor, the company's revolutionary worldwide moving map program.

eFX also offers a wide variety of seat and bulkhead display options. Smart Display touch screens combine display and command functions from one integrated panel. Additional support units and optional file servers offer expandability to support larger seating configurations or expanded content storage.

According to Alan Pellegrini, Senior Vice President of Marketing for MAS, "Our business model over the past quarter century has not been driven by acquisition, but by a single-minded commitment to providing the best products and services. Our commitment, is what we're bringing to the business aviation market."

Kerry Farrish, Director of Business Aviation for MAS, added, "after 25 years of IFE leadership in the commercial aviation market, we're bringing our expertise to the business jet market. Every

MAS system incorporates Panasonic's innovative audio and video technology. MAS eFX, powered by Panasonic, will give business jet passengers an unparalleled inflight experience."

Visit MAS in Booth # 4013 at NBAA

**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).