

**FOR IMMEDIATE RELEASE**

## **MAS Selected as Supplier for Airbus A380 Development Aircraft**

---

### **MAS Selected as In-Flight Entertainment and Communications System Supplier for Airbus A380 Development Aircraft**

**Toulouse, France (March 31, 2004)** – Matsushita Avionics Systems Corporation (MAS) announced today the selection of MAS' new eX2™ (pronounced "X" like the letter and "two" like the number, with a silent "e") product for on board Airbus' MSN007, the A380 that will be used for "route proving" in late 2005.

#### **THE eX2 PRODUCT:**

In response to airline needs, MAS has designed eX2 to be smaller, lighter and more powerful than previous wide-bodied systems. With high reliability, eX2 is currently estimated to have less volume per system, less weight per seat, on average, and increased cabin and maintenance crew automation, allowing the airline to save in operational costs while maximizing the passenger's experience.

The eX2 system will allow passengers to customize their in-flight environment prior to their flight through personal profiles, accessible directly at their seat using readily-available consumer devices such as SD (Secure Digital) and smart cards. Features will include personal menus tailored to the individual passenger's preference in audio/video on-demand, meal timing and choices, shopping, games, SMS/e-mail communications, iXplor™ interactive mapping and destination information. To further create a comfortable and convenient passenger environment, eX2 will also provide integrated noise canceling, passenger electronic device power, and intuitive, aesthetic interfaces.

According to Paul Margis, Chief Technical Officer for MAS, "eX2 is one of the first systems to be designed with the full travel experience in mind. By researching passenger habits and consumer trends worldwide, we have created a system that allows the airline to provide a truly personalized experience, including many features the passenger already uses in his or her daily life. Airlines

will additionally appreciate this system because it allows them to present a consistent brand experience throughout the passenger's travel, while streamlining their operational requirements.”

**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).