

**FOR IMMEDIATE RELEASE**

## **Emirates Selects Matsushita Avionics To Provide Inflight Entertainment For New Airbus Fleet**

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**Farnborough, UK. 20th July 2004** – Emirates, the Dubai-based international airline, have signed an agreement with Matsushita Avionics Systems Corporation (MAS) for the eX2 inflight entertainment system for the airline's new Airbus fleet.

The agreement also includes new systems for other new aircraft on order and for existing aircraft, making MAS the sole supplier of inflight entertainment systems to the Emirates fleet which will total 169 by 2012.

The overall value of the order is approximately US\$1 billion. Up to 30 per cent will be invested in manufacturing and digital media facilities in Dubai.

Emirates is the main launch customer for the double-decker A380-800 and is expected to take delivery in October 2006 of the first of the 45 aircraft on order. The airline has also ordered 20 Airbus A340-600HGW aircraft, due for delivery from June 2007.

Both aircraft types will be fitted with MAS' new eX2 system which offers new, revolutionary features that passengers have come to expect from both Emirates and MAS, including interactive audio, video and game entertainment, in addition to communication and connectivity support. The contract was signed by Emirates' Chairman, His Highness Sheikh Ahmed bin Saeed Al-Maktoum, and Paul Margis, Senior Vice President and Chief Technical Officer of MAS.

Sheikh Ahmed said: "Our new Airbus fleet will enable us to fly more passengers longer distances, non-stop. This brings with it a responsibility to supply the very best in entertainment, information and communication during their journey."

"I am pleased that Emirates will partner with MAS in providing this facility for our passengers through its new eX2 inflight entertainment system."

The majority of Emirates' aircraft offer MAS' inflight entertainment systems, including the brand-new A340-500 aircraft which carries the 3000i inflight entertainment system that features over 500 entertainment channels, plus communication facilities such as the telephone, SMS and e-mail. Paul Margis stated: "MAS is proud to support Emirates' quest to provide the ultimate inflight experience, with the most innovative products tailored to passenger needs. MAS' next generation eX2 will provide a new level of entertainment and excitement for passengers."

Emirates is the world's fastest-growing intercontinental airline, one of the world's five most profitable and among the 20 largest ones. Its 69 all wide-bodied fleet includes five Boeing 747 freighters and is among the youngest in the skies, with an average age of 46 months. Emirates has placed firm orders for more than 100 aircraft worth US\$28 billion, which will bring its fleet to 169 by 2012.

Visit [www.emirates.com](http://www.emirates.com).

**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).