



Press / Analyst Contacts  
**Corporate Communications:**  
David Bruner  
Tel: (425) 415-9052  
Fax: (425) 485-6175  
[david.bruner@panasonic.aero](mailto:david.bruner@panasonic.aero)

**Marketing Communications Manager:**  
Brenda Kuhns  
Tel: (949) 672-2736  
Fax: (949) 462-7109  
[brenda.kuhns@panasonic.aero](mailto:brenda.kuhns@panasonic.aero)

**FOR IMMEDIATE RELEASE**

## **Panasonic and AeroMobile Sign Letter Of Intent To License In-Flight Mobile Phone Technology**

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**Hamburg, Germany - September 20, 2005** – Panasonic Avionics Corporation is pleased to announce that they have signed a letter of intent to license technology from AeroMobile, a joint venture between ARINC Incorporated and Telenor. The AeroMobile technology enables in-flight use of mobile phones.

Panasonic will immediately begin integration of the AeroMobile technology into its market leading S3000 AVOD in-flight entertainment system and its newest generation X series systems, eFX, eX2 and X-Wireless. Paul Margis, President of Panasonic Avionics Corporation, said "Many of our customers have for many years desired that their passenger's personal mobile phones would operate onboard the aircraft. AeroMobile has done the hard work to develop and coordinate regulatory approval for this service. We are confident that many of our customers will wish to install this mobile phone system. We are also confident that with our development and manufacturing capability we can help bring this product to market faster. We believe we can certify and install the service on more aircraft types and provide maintenance support to these systems worldwide." The service when launched will initially support the GSM protocol supported by over 70 percent of the world's mobile phones, and the GPRS data service used by phones, Blackberrys and other personal communications devices for packet data communications. Panasonic and AeroMobile plan to work together to add support other mobile phone protocols including 3G protocols.

### **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).