



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

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

FOR IMMEDIATE RELEASE

MAS System 3000: In-Flight Platform for Nintendo(R) Gateway Game Boy(R)

Matsushita Avionics Systems Corporation and Nintendo of America Inc. Announce Bothell, WA, USA

(April 10, 2001) - MAS (Matsushita Avionics Systems Corporation) and Nintendo of America Inc. have entered into a licensing agreement authorizing MAS to market Nintendo Gateway Game Boy programming to airlines. Offered only on MAS System 3000 (the company's latest In-Flight Entertainment system), Nintendo Gateway Game Boy will provide airline passengers with endless hours of video gaming entertainment. Passengers from ages 5 to 95 will be enthralled to see their favorite characters from more than 25 of the most popular Game Boy titles – all with the look, sound, and hand-held controls that Game Boy users love – offered on the most advanced in-flight entertainment system flying today.

MAS systems are the best-selling In-Flight Entertainment systems in the avionics industry, and Game Boy is the most successful video game platform in the history of video gaming with over 110 million units sold to date. Under this long-term licensing arrangement, MAS will provide the host system, working with Nintendo to interface Gateway System technology with MAS System 3000 hardware, and Nintendo will provide the software engine and video game content.

Although System 3000 was released into revenue service barely a month ago (see MAS News Release, 9 March 2001: "System 3000 Soars..."), the system has already established itself as a success, with 17 airlines and airframe manufacturers ordering more than 180 systems prior to release. In addition to Nintendo Gateway Game Boy, System 3000 also offers air travelers a host of new features. Passengers will be able to enjoy video and audio on demand no matter where they are seated, with stop, rewind, and pause features available at each seat. Movies are DVD-quality, and often include titles that haven't yet hit the video stores. The system stores up to 300 hours of entertainment content (including video, audio, announcements, games, etc.) and provides "smart load" technology to upload new content in less than 30 minutes while leaving repeat content in place.

Nintendo's new Gateway Game Boy system requires no specialized hardware other than the MAS System 3000 digital seatbox processor and hand-held controller (either built into the telephone handset or provided as a separate unit). Using Gateway Game Boy on System 3000, airline passengers will be able to select from eight categories of games (action, adventure, sports, arcade, etc.) and over 25 popular titles ("Pokémon Gold," "Super Mario Bros. Deluxe," "Zelda: Link's Awakening," "Kirby's Pinball Land," etc.), using the system's onscreen menu. Game software will be downloaded automatically to the seat for immediate play.

As with PC game play and other forms of on-demand in-flight entertainment, Nintendo Gateway Game Boy play can be paused and resumed whenever the passenger wishes. A mute feature has also been incorporated to accommodate cabin announcements.

The end result is a video game system for air travelers that looks, sounds and responds just like their hand-held Game Boy.

Nintendo Gateway Game Boy – only on MAS System 3000!

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. Additional information on Matsushita Electric and Panasonic is available at www.panasonic.com.