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**Panasonic**

**Panasonic Avionics Corporation**

**FOR IMMEDIATE RELEASE**

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## **Panasonic Introduces Closed Captioning and Subtitle Functionality for In-flight Entertainment Systems**

**LAKE FOREST, California – 20 September 2007** - Panasonic Avionics Corporation (Panasonic), a leading global provider of in-flight entertainment (IFE) and communications systems, today announced the closed captioning and subtitle functionality for its prestigious eX2 products. The user-selectable closed captioning/subtitles (CC/ST) is integrated into the eX2 media specification to allow deaf and people who are hard of hearing to enjoy IFE on aircraft just as they enjoy TV entertainment at home.

Panasonic is dedicated to providing high quality products and services that contribute to the well-being and happiness of people throughout the world. That is evident throughout all of its products including the latest generation IFE system, eX2, which now incorporates CC/ST developed with the WAEA (World Airline Entertainment Association) Technical Committee in compliance with D.O.T. Proposed Rule 382.69, airline requests, and the American with Disabilities Act.

The new closed captioning and subtitle feature is designed to deliver the following advantages over existing burned in captioning and subtitles:

- Ability to embed up to 12 CC/ST languages into one video file
- Passenger may select any one track or none at all
- Sharper images of the subtitles and captions
- Decrease storage requirements when compared to the existing “burned in” subtitles used in most VOD systems today

“The closed captioning and subtitle feature represents Panasonic’s no-compromise commitment to deliver the best, and most usable, in-flight entertainment systems in the world,” said Paul Margis, CEO of Panasonic Avionics Corporation.

### About eX2

eX2 is the next generation product in Panasonic’s X Series product line. This advanced in-flight digital entertainment and high speed communication system allows airlines increased storage, increased passengers per audio/video server and faster loading times. With over 50 plus unique in-flight applications and services, a variety of award winning handsets, high performance and high resolution displays eX2 is the state of the art in-flight entertainment system.

## **About Panasonic Avionics Corporation**

**Panasonic Avionics Corporation** is the world's leading supplier of in-flight entertainment and communication systems. Panasonic systems are flying with over 200 customers worldwide deployed on over 3,000 aircraft. Headquartered in Lake Forest, California, the company employs approximately 2,500 employees based in over 70 locations worldwide.

Panasonic Avionics Corporation is a subsidiary of **Panasonic Corporation of North America**. Based in Secaucus, NJ, Panasonic 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).

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### *Safe Harbor Statement*

*Statements in this press release other than statements of historical fact are forward-looking statements, including, but not limited to, statements concerning anticipated product offerings and the potential market opportunities for IFE Systems. Such statements constitute anticipated outcomes and do not assure results. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results may differ materially due to a variety of factors, which could impact the successful and timely development of new products, the impact of competitive products and pricing, customer demand, and technological shifts. The company does not undertake an obligation to update its forward-looking statements to reflect future events or circumstances.*