

Panasonic

Panasonic Avionics Corporation

SERVICE INFORMATION LETTER

SIL #:	S101007-HW	REVISION: New
TO:	<i>All Panasonic Airline and Leasing Customers</i>	
ATTN:		
SUBJECT:	LRU Lifecycle Management Policy	

Revision History:

Rev New dated 5 Nov, 2007 – Initial Release

1.0 APPLICABILITY

This Panasonic LRU (Line Replaceable Unit) Lifecycle Management Policy is applicable to Airline and Leasing customers who have purchased and installed (or are planning to install) a Panasonic Avionics Corporation In-Flight Entertainment System.

2.0 PURPOSE

This document describes the Panasonic Avionics Corporation LRU Lifecycle Management Policy.

3.0 POLICY

It is the intent of Panasonic to provide its customers with consistent, reliable and quality IFE systems and maintain the sales and support of these systems for as long as possible. In today's rapidly changing consumer electronics environment, a component can become obsolete, or a change to an LRU may be required to improve reliability performance such that the LRU can no longer continue to be produced in its current configuration. This means that while an IFE system might be supported for many years, the parts or LRUs within the initial system configuration might change throughout time as component obsolescence issues arise.

3.1 Component Obsolescence: Panasonic will address component obsolescence by following one of the below paths;

3.1.1 Alternate Part/Simple Substitution Change:

When notified of a discontinuance of part/component from a supplier, Panasonic will make our best efforts to source an alternative component and provide a product with the same or greater functionality without changing the basic product design.

3.1.2 Modify/Redesign Product- Mod-Level Change:

If, after exhausting supplier resources, no alternative component is available or compatible, Panasonic will evaluate the possibility of modifying product designs to provide equivalent, and perhaps even greater, functionality as the board that has the component obsolescence issue. This modified design may require additional hardware and/or software changes but Panasonic will make every effort to make the LRU backwards compatible to the customer's existing unit. If Panasonic is unable to ensure backward compatibility, then the company will defer to option 3.1.3.

SERVICE INFORMATION LETTER

3.1.3 Major Hardware and/or Software Redesign, Part Number Roll:

Due to the complexity of the obsolescence issue, Panasonic may be required to conduct a major hardware and or software redesign if no other resolution is feasible. In this situation, Panasonic will extend an offer to execute a final purchase or LTB (Last Time Buy) of products that are being discontinued due to obsolescence. The Panasonic Account Manager will coordinate with each customer to reach final determination regarding their product forecasts.

A major redesign effort will result in a Part Number change and will involve the (re)qualification and (re)certification of the new product. As with Option 3.1.2, Panasonic will make every effort to make the LRU backwards compatible to the existing unit. A migration path with a phase-in/phase-out strategy will be coordinated by the Panasonic Account Manager.

3.2 LRU Life-Cycle Phases: All Panasonic LRUs will follow a life-cycle of 7 phases, described below and pictured in Figure 1;

- 3.2.1 Phase One – LRU is available for system and spares sales to all customers
- 3.2.2 Phase Two – LRU is available for system and spares sales, but limited to follow on customer orders only.
- 3.2.3 Phase Three – LRU is available for spares sales only.
- 3.2.4 Phase Four – LRU is available for limited quantities of spares sales. Final Production of this LRU occurs during this phase.
- 3.2.5 Phase Five – Sales of service parts for LRU. Panasonic makes last time buy of components.
- 3.2.6 Phase Six – Sales of limited service parts for LRU.
- 3.2.7 Phase Seven – Official End-of-Life (EOL) when an LRU has reached a level of maturity in the product life cycle whereby a part is completely discontinued and no longer supported in any fashion.

Figure 1: LRU Life-Cycle Phases



SERVICE INFORMATION LETTER

3.3 LRU STATUS AND NOTIFICATION PROCESS

3.3.1 LRU Status

All Panasonic LRUs will be classified into one of the seven LRU life-cycle phases and this status will be listed by part number and posted on the Panasonic "myIFE" web portal. A sample "myIFE" screen can be seen in Figure 2 below.

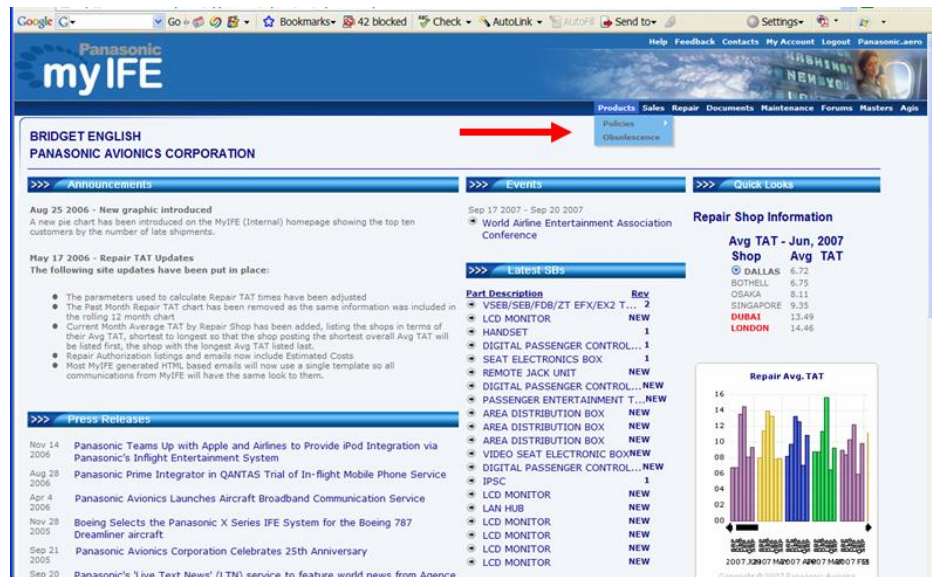
All Airlines and Leasing customers who have purchased or installed Panasonic IFE systems will be granted access to the "myIFE" web portal whereby they can search under the "Products" tab to review revisions to this policy as well as search LRU phase status.

Please contact your account manager for access and a link to the web-site.

Version 1 LRU Phase Status is available now as an Excel spreadsheet, updated monthly with a filter feature

Version 2 LRU Phase Status is targeted for completion by April '08 as an on-line database dynamically updated and including a search feature.

Figure 2: myIFE Web Portal



3.4 Notification Process

Customers will be sent a Service Information Letter (SIL) when an LRU or group of LRUs are moving out of the following phases;

- 3.4.1 Phase 1 and 2 (System Sales)
- 3.4.2 Phase 3/4 (Spares Sales Only) - Opportunity to submit last time buy requests after which a final production run will occur.
- 3.4.3 Phase 5/6 (Service Parts Sales Only)

Panasonic

Panasonic Avionics Corporation

SERVICE INFORMATION LETTER

If you have questions or concerns regarding the above information, please contact the undersigned.

Panasonic Avionics Corporation

22333 29th Dr. S.E
Bothell, WA. 98021
Tel: 425-415-2000
Fax: 425-482-3510

Panasonic Avionics Corporation

26200 Enterprise Way
Lake Forest, CA 92630
Tel: 949-672-2000
Fax: 949-462-7103

Sincerely,

LRULifecycle@panasonic.aero

Product Planning
Panasonic Avionics Corporation