

FOR IMMEDIATE RELEASE

Matsushita Avionics Systems Corporation, SLAB DSP Limited and Labtec Inc. Announce Strategic Undertaking to Explore Noise-Canceling Solutions

WAEA - Anaheim, California, USA (September 20, 2000) - The 21st WAEA Conference & Exhibition provided the backdrop for Matsushita Avionics Systems Corporation (MAS), SLAB DSP Limited and Labtec Inc. to announce a new strategic undertaking. The companies are engaged in development of various noise-canceling solutions for potential incorporation into MAS In-Flight Entertainment (IFE) systems.

Ambient cabin noise - whether from the quiet hum of a jet engine or the loud squall of an unhappy child- is sometimes a source of annoyance for air travelers. Typically, IFE headsets have provided some relief from the bother of outside noises, but have not blocked them out altogether. MAS has entered into a strategic relationship with SLAB (and with Labtec through its existing business relationship with SLAB) to develop effective, inexpensive end-to-end solutions to the problem of ambient cabin noise. Several potential solutions are being considered, including embedded in-seat noise cancellation modules in either analog or digital format, with connecting active headsets.

MAS, SLAB and Labtec displays at this year's WAEA all feature prototypes of analog stand-alone noise-canceling headsets that are as effective as the leading noise-canceling headsets on the market today. Standard, preferred and premium models are expected to cost much less than any of today's models, and digital models will provide a "neuro-spatial enhancement" that will allow passengers to perceive the kind of virtual surround sound available from multi-speaker systems, all with only the benefit of a left and right earpiece.

Takashi Mizuma, MAS President, stated that "MAS is constantly looking for IFE solutions that will enable passengers to have a truly unforgettable flight experience. We are excited about the possibilities presented by these solutions, and we are committed to exploring their full potential for the benefit of our airline customers."

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.