

**FOR IMMEDIATE RELEASE**

## **Special Purpose DVD Technology Takes to the Skies with Matsushita Avionics Systems**

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**With Matsushita Airline DVD technology, airlines can now offer passengers two great new In-Flight Entertainment options**

**Bothell, WA, USA (20 September 2002)** - Matsushita Avionics Systems Corporation (MAS), in coordination with Osaka-based AVC Company, a division of Matsushita Electric Industrial Co., Ltd., announced today it is marketing in-seat DVD Player and head-end DVD Players to airlines which are cutting costs but still want to offer their passengers top-quality In-Flight Entertainment (IFE).

Matsushita's special purpose DVD Players for IFE ("Airline DVD") provide the convenience of older video cassette players with all the modern benefits of digital media. With broadcast Airline DVD Players, passengers will enjoy the same high fidelity audio and crystal clear video enjoyed by consumer type DVD Players at home. And MAS in-seat Airline DVD Players provide a quick, inexpensive path to video-on-demand (VOD) for aircraft that are already equipped with seatback monitors. With an Airline DVD Player at each and every seat, passengers will have full control over their movie selections - fast forward, pause, stop and play - just as they have with more traditional VOD IFE systems.

According to Paul Margis, MAS' Senior Vice President, Engineering and Quality, "MAS and AVC have designed and developed special purpose head-end Airline DVD Players that give airlines the ability to offer their passengers early motion picture releases in a DVD format, while ensuring movie studios that their proprietary content is fully protected. Airline DVD disks can't be played back on consumer type DVD players, and if someone makes an unauthorized copy of an Early Window Airline DVD disk, that copy can be traced back to the very machine on which it was pirated."

When asked if Airline DVD Players will replace traditional IFE systems, Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, answered with an emphatic No. "IFE products like Matsushita's flagship System 3000 and our exciting new single-aisle eFX and 3000i upgrade system can offer functionality that an Airline DVD Player can't begin to approach. Email and SMS connectivity, moving maps, live news updates, PC and multi-player games, Internet content - all of these great features of our IFE systems combine to make a passenger's in-flight experience unforgettable. But in

this era of cost-cutting, Airline DVD Players give airlines inexpensive plug-and-play solutions for replacing old Hi-8 or VHS tape players, and can provide incredibly high-definition seatback video at a reasonable price."

Head-end Airline DVD Players with Early Window and Region Code 8 playback capabilities will be available as VHS replacements in 1st Quarter 2003 and Hi-8 replacements are targeted for a 2nd Quarter 2003 release. In-Seat Airline DVD Players are also available to airlines. MAS Airline DVD Players will be on display in Booth #829 at the upcoming World Airline Entertainment Association's Conference & Exhibition in Seattle (Sept. 24-27).

**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).