

**FOR IMMEDIATE RELEASE**

## **Matsushita Avionics Systems Debuts MASLink™ at WAEA in Seattle**

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**In-flight IFE analysis for airlines just got easier with exciting new Internet-based service**

**Seattle (23 September 2002)** - Matsushita Avionics Systems Corporation (MAS) announced today the debut of its new MASLink™ service. This analysis tool removes the guesswork from the IFE content selection process by giving airlines a complete and accurate record of exactly what content passengers are using. The announcement was made at the WAEA (World Airlines Entertainment Association) Conference and Exhibition in Seattle.

MASLink, an easy to use Internet-based tool, provides airlines with on-demand access to, and analysis of, passenger IFE usage information, IFE system performance data, and maintenance information. MAS is providing this service to airlines through an agreement with Innovative Media Solutions (IMS) of Anaheim, California, the leading provider of IFE data management solutions.

MASLink provides MAS' IFE customers with global data accessing and data-mining capabilities. Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, explains that "customers can upload their IFE system's data from anywhere in the world. Whether it's passenger usage statistics, survey results or maintenance information, MASLink handles the organization, delivery and presentation of that data."

Airlines will be able to use this data to fine tune content selection by class of service, routes and destinations. Airlines can make content selections quicker by having immediate access to empirical passenger usage data. The data is expected to be a boon to inflight advertising in that airlines will finally have an exact, verifiable count of advertising impressions - real data, not extrapolations.

According to Paul Margis, Senior Vice President, Engineering and Quality for MAS, "One part of the solution that makes MASLink such an efficient solution is the Terminal Cellular Bridge, or TCB. The TCB is a wireless solution that moves data off the aircraft and loads new information onboard in a fast and cost-effective way. This removes the need to tie IFE data transmission into other aircraft

systems." By replacing the labor-intensive processes of the past, MASLink offers airlines cost-saving opportunities. [Note: For further information on TCB, please see the accompanying press release.]

MASLink

uses Secure Socket Layer (SSL) Protocol for data uploading and reporting. All server transmissions are authenticated and encrypted, protecting airlines' competitive marketing information.

MASLink also provides off-loaded data in compatible formats for Adobe PDF, Microsoft™ Word or Microsoft™ Excel.

MASLink service is expected to be available beginning 1<sup>st</sup> Quarter 2003.

**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).