

FOR IMMEDIATE RELEASE

Matsushita Avionics Systems Announces “Terminal Cellular Bridge” Data Transfer Solution for MASLink™

TCB provides airlines with low-cost aircraft data transfer capability

Seattle (23 September 2002) - In conjunction with the debut today of its MASLink™ service, Matsushita Avionics Systems Corporation (MAS) also announced its Terminal Cellular Bridge (TCB) data transfer solution. The announcement was made at the WAEA (World Airlines Entertainment Association) Conference and Exhibition in Seattle.

Using the latest in cellular technology, TCB provides a wireless system for airlines to offload their IFE usage and maintenance data from an aircraft, and to load new IFE content such as interactive screens and survey questions. Operating at 900, 1800 and 1900 Mhz, the tri-band GSM [Global System for Mobile communications] telephone is able to interface with existing cellular systems around the world to create an end-to-end digital supply chain for data. With the integrated GPRS [General Packet Radio Service] capability, TCB can achieve actual data transfer rates up to 28.8 kbps, depending on local service. MAS will provide TCB as part of its MASLink data transfer solution through an agreement with Innovative Media Solutions (IMS) of Anaheim, California, the leading provider of IFE data transport solutions.

[Note: For further information on MASLink, please see the accompanying press release.]

Terminal Cellular Bridge is DO-160D qualified and meets sustained vibration specifications for both Boeing and Airbus. Additionally, it is Phone Section Certified in the European Union per RTTED, in the US per PTCRB and the FCC, and in Canada per ICES-003.

According to Alan Pellegrini, Senior Vice President of Marketing and Operations for MAS, "Installation is quick and easy, and no aircraft skin penetrations are needed.

TCB is designed to mount in an aircraft's sidewall, under the floor, in the overhead, in the galley, or in the IFE systems` Video Control Center. A six-hour installation time allows airlines to schedule installation during an overnight layover."

Paul Margis, Senior Vice President, Engineering and Quality for MAS, points out that "the Terminal Cellular Bridge has a nearly negligible weight & power impact. The unit weighs less than 4 pounds, and its 6-40 VDC power supply consumes a maximum of 25 watts with an average consumption of only 17 watts." Since weight and power consumption are always critical concerns for airlines, Margis sees TCB as an extremely desirable solution.

TCB utilizes a custom Linux distribution and employs standard POP3 email communication protocol. GPS is available as an option.

TCB is expected to be available to airlines beginning 2nd 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. Additional information on Matsushita Electric and Panasonic is available at www.panasonic.com.