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## **Matsushita Avionics Systems' New System 3000i IFE Selected by Asiana Airlines for A330-300 and B777-200 Fleet**

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**New entertainment system will be incorporated into Business and Economy Classes**

**Bothell, WA, USA (12 August 2003)** – Matsushita Avionics Systems Corporation (MAS) has been selected by Asiana Airlines to provide the In-Flight Entertainment system for the airline's latest additions to their fleet. System 3000i, MAS' very latest IFE system, will be incorporated into Asiana's six new A330-300 aircraft and five new B777-200 aircraft.

System 3000i (the "i" stands for Internet, Intranet and In-Flight Connectivity) is an upgrade to Matsushita's System 3000. S3000 has been a market leader since its introduction in 2001. System 3000i provides airlines with a full range of options, placing air-to-ground connectivity, PC-type games, and all the dynamic entertainment options of a home theater system at a passenger's fingertips. Asiana Airlines has selected full-cabin Audio and Video On Demand (AVOD), with a capacity for over 20 full-length movies, 35 short features, and 20+ audio CDs. Business Class passengers will experience this revolutionary system in new "lie flat" premium seats, and will interact with their entertainment on a 15" digital seat display unit. Each Economy Class passenger will interact with the system on a 6.5" digital display incorporated into the seatback in front of them.

The airline also expects to offer various software applications including SMS (short message service), seatback e-mail, and PC-type games. Other features and applications are also offered on System 3000i. And since the system is fully interactive, each and every passenger will be able to select the entertainment they desire and enjoy it whenever they wish.

Alan Pellegrini, Senior Vice President-Marketing for MAS, stated, "MAS is delighted that our IFE has been selected once again by our good friends at Asiana Airlines. Their selection of our newest IFE offering is confirmation of the strength of our business relationship, and of Asiana's confidence in Matsushita Avionics systems and service."

According to Asiana Airlines, the first A330-300 will enter service in December 2004, and the first B777-200 will enter service in May 2005.

**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).