

NEWS RELEASE

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Panasonic Avionics Corporation Announces Delta Air Lines as Launch Customer for Integrated Smart Monitor

LAKE FOREST, California – Sept. 14, 2010 – [Panasonic Avionics Corporation](#) (Panasonic), the world leader in state-of-the-art in-flight entertainment and communication (IFEC) systems, today announced Delta Air Lines (NYSE: DAL) as the launch customer for its innovative Eco 9i integrated smart monitor. As part of a retrofit of its fleet of 747-400 aircraft, Delta will install Panasonic's nine inch integrated smart monitor in Economy class. Delta has also selected Panasonic's high-performance 15.4 inch smart monitor in the BusinessElite cabin.

Panasonic's Eco 9i integrated smart monitor was introduced as part of a groundbreaking collaboration with Weber Aircraft LLC that produced the industry's first fully-integrated IFE seat solution. The goal was to create an integrated product that would offer a premium entertainment experience for travelers, decrease costs, and reduce complexity. The result was an IFE seat solution that seamlessly integrates Panasonic's next-generation, touch-screen IFE monitor with an ultra-thin, lightweight economy seat for an unprecedented level of entertainment and comfort.

To see Delta's press release, visit <http://news.delta.com/index.php?s=43&item=1118>.

"Using our new integrated smart monitor in conjunction with Weber's lightweight, slim-line seat, we believe that Delta can offer passengers a home theater-like environment that is totally uncompromising in living space, comfort, design, usability, picture quality, weight, power and size," said Paul Margis, Chief Executive Officer, Panasonic Avionics Corporation.

Panasonic's innovative Eco 9i nine inch integrated smart monitor is half the weight and uses half the power of traditional designs. It uses a capacitive touch panel for a navigation experience that is similar to today's most popular consumer electronic devices. Because all of the peripheral controls have been integrated, there are fewer components to purchase and operate. Eliminating these controls, as well as heavy brackets and tilt mechanisms, harnesses and the complex wiring found in conventional systems also helps reduce the total weight of the IFEC system.

About Panasonic Avionics Corporation

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. The company's best-in-class solutions, supported by professional maintenance services, fully integrate with the cabin enabling airlines to deliver the ultimate travel experiences with a rich variety of entertainment choices, resulting in improved quality communication systems and solutions and lower overall costs.

Established in 1979, Panasonic Avionics Corporation, a U.S. corporation, is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC). Headquartered in Lake Forest, California with over 2,600 employees and operations in 50 locations worldwide, it serves over 200 customers worldwide and provides IFEC systems on over 3,700 aircraft. For additional information, please visit www.panasonic.aero.

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