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**Panasonic**

**Panasonic Avionics Corporation**

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## **Walt Disney Studios Motion Pictures, Emirates Airline and Panasonic Avionics Corporation release MPEG-4 for In-flight Entertainment Systems**

**LAKE FOREST, California – 8 September 2008** - Together with Emirates Airline and Walt Disney Studios Motion Pictures, Panasonic Avionics Corporation (Panasonic), a leading global provider of in-flight entertainment (IFE) and communications systems, today introduces DVD quality MPEG-4 (Motion Pictures Expert Group) digital audio and video media in the Panasonic eX2 in-flight entertainment system.

Until now in-flight entertainment systems have used either the higher compression, lower quality MPEG-1 or the low compression, DVD-quality MPEG-2 standards forcing airlines to choose between larger libraries of low quality media, or smaller libraries of high quality media.

The MPEG-4 standard supports DVD-quality picture with file sizes similar to MPEG-1. This allows our customers to carry greater quantities of video with exceptional picture quality while consuming less space and bandwidth on the system, and loading more quickly during monthly updates. This advancement is a win-win for all parties and is in-line with emergent standards of media in general.

Linda Palmer, senior vice president, Non-Theatrical, Walt Disney Studios Motion Pictures said, "The new MPEG-4 format is a significant technological breakthrough that will allow Disney and the other major studios to provide a wide variety of entertainment in DVD quality to airline guests. Passengers will now have many more Disney titles to choose from, and new ways to add to their enjoyment while flying. We're delighted to be working with Emirates Airlines and Panasonic to usher in the future of in-flight entertainment, and to provide new Disney films, classics, and library titles to viewers of all ages."

"At Emirates, we are committed to continually improving the choice of programming and quality of picture and audio on our in-flight entertainment product. The adoption of the MPEG-4 technology helps us achieve that," said Patrick Brannelly, Emirates Vice President, Passenger Communications & Visual Services. "We are delighted to be involved with Walt Disney Studios Motion Pictures and Panasonic to drive the MPEG-4 media specification adoption in the in-flight entertainment market, and allow our passengers more entertainment choices. We hope that in the future this technology will be available on the majority of the movies and television programmes onboard."

"At Panasonic we strive to be first to market with new innovations that give our customers competitive advantage," said Paul Margis, Chief Executive Officer of Panasonic Avionics Corporation. "MPEG-4 in eX2 is a great example of innovation that improves the experience for the passenger, brings operational benefit to the airline and frees-up bandwidth in the system for even more innovative ideas."

Marking this new era in technological advancement in in-flight entertainment, the first movie to be shown in this format will be Disney's latest Pixar release "WALL-E" released on October 1<sup>st</sup> exclusively to Emirates. This will also be shown on Emirates inaugural flight from Dubai to Los Angeles on October 26<sup>th</sup> 2008.

Panasonic, along with Emirates and Disney, last year also worked together to develop and launch Closed Captions capability on movies, thus allowing the deaf & hard of hearing to fully enjoy the in-flight entertainment. It is hoped that this will become an industry standard and has already been adopted by a number of the main film studios. In August, Emirates offered its passengers 15 movies with the Closed Captions feature.

To learn more, visit Panasonic booth #311 on September 8-11, 2008 at the World Airline Entertainment Association Conference, Long Beach, California.

#### **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 integrates 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, reduced time-to-market and lower overall costs.

Established in 1979, Panasonic Avionics serves over 200 customers worldwide and provides systems on over 3,700 aircraft. Headquartered in Lake Forest, California, the company employs over 2,600 employees with operations in 80 locations worldwide. For additional information, please visit [www.panasonic.aero](http://www.panasonic.aero).

Panasonic Avionics Corporation is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC). Additional information on Matsushita Electric and Panasonic is available at [www.panasonic.com](http://www.panasonic.com).

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