

Panasonic Avionics Corporation Selected by Asiana Airlines to Equip Airbus A321 Aircraft with eFX In-flight Entertainment System

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Panasonic Avionics Corporation (Panasonic), the world leader in state-of-the-art in-flight entertainment and communication (IFEC) systems, today announced that Asiana Airlines continues its 17-year relationship with Panasonic by choosing the Panasonic eFX in-flight entertainment (IFE) system for two (2) Airbus A321 aircraft with the first delivery in November 2009.

The Panasonic eFX system is a fully digital system that delivers a full compliment of entertainment options in a sleek, single-aisle package. Passengers aboard Asiana's A321 aircraft will experience the world-class eFX system using 10.6-inch Smart Monitors in Business Class and a 9-inch Smart Monitors in Economy Class. Business Class seats will also feature premium handsets as well Panasonic's eXport solution for full integration with passenger iPods.

"It has been our pleasure to work with Asiana Airlines in utilizing Panasonic IFE technology as part of their cabin product strategy," said Paul Margis, Chief Executive Officer of Panasonic Avionics Corporation. "With the selection of eFX for full-cabin AVOD on their single-aisle aircraft, Asiana advances their commitment to provide a superior passenger experience across their fleet."

Asiana Airlines has won a list of travel industry best-in-class awards including, "2009 Airline of the Year" and "2008 World's Best Cabin Staff" by Air Transport World. The airline, with a fleet of 65 aircraft, operates domestic flights serving 12 cities on 15 routes and international flights serving 66 cities in 21 countries on 82 routes.

Asiana Airlines has been a customer of Panasonic since 1990 and has taken full advantage of Panasonic's industry-leading IFE systems. The Panasonic eX2 IFE system has been enhancing the passenger experience on four (4) B747-400 and seven (7) B767-300 aircraft and two (2) new A330-300. Asiana has also installed Panasonic's System 3000i on five (5) B777-200s, and six (6) A330-300s.

"Selecting the Panasonic eFX IFE system for the A321 aircraft is the latest step in Asiana Airlines' strategy to improve passenger entertainment and enjoyment," said Mr. Kyung-Ha Ma, Executive Vice President, Administration of Asiana Airlines. "In continuing this successful 17-year relationship, Asiana Airlines has once again relied on the experience and industry leadership of Panasonic to deliver IFE technologies for our aircraft."