Panasonic
Passenger experiences. Elevated.
More quality time in the air
How can you ensure passengers are enjoying their inflight experience, not merely enduring it? Today, it’s all about satisfying their digital needs. That means replicating the experiences they’re accustomed to on the ground – such as high-speed access to personalized content – but also providing unique offerings that make air travel special.

With our expertise in digital transformation, Panasonic has everything you need to keep passengers happy and turn them into higher-value customers – all while operating more efficiently and increasing revenue.
Every year, 2.7 billion passengers use Panasonic Avionics solutions. Our goal is to ensure that each and every interaction with our technology surprises and delights. As the world’s leading IFEC supplier, we’re pushing inflight entertainment into new territory, but we’re not stopping there. We provide:

- Customer experiences that are highly personalized
- Wellness services to ensure passengers arrive refreshed
- Cost-effective ways to keep airlines operating at peak efficiency
- Services to create revenue and optimize business opportunities
- Global maintenance to keep our technology up and running

As you’ll see, we’re bringing disruptive innovations to virtually every part of air travel, making us a valued technology partner to hundreds of airlines.
Watch loyalty take off
Better travel starts with a better digital experience. We deliver it, and enhance passenger loyalty along the way, by turning IFEC systems into personalized digital hubs. Passengers can take advantage of a multi-platform, omnichannel experience with exclusive entertainment, retail tailored to them and value-added services to more fully engage in their journey.

What’s NEXT in IFEC
It all starts with our industry-leading NEXT series, which delivers the ultimate inflight entertainment experience. Immersive theater. Expansive interactive content on demand. Dynamic storefronts. Simplified seat integration. Exclusive gaming. Live TV. Plus social media to share in the sky.

A more personalized flight
Innovative airlines are further enhancing the experience by customizing it to passenger preferences. Singapore Airlines, for example, enables travelers to resume unfinished movies, get recommendations based on their viewing history and even unlock premium content with loyalty points.

Another way airlines are personalizing the in-flight experience is through our personalized interactive flight maps. Much more than a map, the Arc platform invites passengers to fully engage in their travels through geo-triggered information, entertainment and promotional opportunities.

5G connectivity in the skies
To make a travel a nonstop pleasure, you need a nonstop, high-speed connection. Panasonic and Ericsson have partnered to deliver a richer experience to commercial airlines globally through 5G connectivity.

Wellness services for comfort and health
Keeping passengers occupied only goes so far in preventing restlessness and dissatisfaction. Ensuring their comfort is essential, too. Panasonic’s wellness services enhance well-being by managing lighting, ambient aircraft noise, air quality and other conditions unique to air travel.

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Streamline from one end to the other

Opportunities for greater efficiency are everywhere. More reliable, lighter-weight hardware can lower your costs. Remote deployment of new features, configurations and content can streamline your operations. And proactive monitoring and maintenance of your aircraft can head off potential problems. Count on our scale, expertise and forward-thinking approach to keep your airline running at peak efficiency.

Achieve greater profitability

While you run a more cost-effective operation, we can also help you drive revenue. With our e-commerce analytics platform for managing dynamic storefronts, it’s never been easier to differentiate your brand and maximize business opportunities. Our services can give you valuable data insights to drive strategy and optimize pricing, or help you personalize offers based on buying behaviors, destinations or preferences.

In addition to the most powerful ad platform in the sky, you can take advantage of custom app and interface development services to enhance your brand.

Platforms for connectivity and cloud

With NEXT Online connectivity, powered by the most comprehensive worldwide network, you can seamlessly deliver new and personalized content to passengers, support applications for crew, and provide predictive maintenance and cybersecurity information to those on the ground.

Designed for a new generation of inflight features and services, our industry-leading NEXT Cloud platform lets you manage enterprise data, develop and deploy applications faster, and deliver actionable insights on everything from entertainment to meal service.

Technical services to stay up and running longer

Wherever you travel, our custom maintenance solutions provide peace of mind with guaranteed performance and cost. Keep your fleet operating at top performance levels with our global support infrastructure and proactive approach to detecting any issues.

IMPROVE OPERATIONAL EFFICIENCIES AND GENERATE NEW BUSINESS

88% increase in revenue for a major Latin American airline, after we helped them revamp their Wi-Fi strategy based on our advanced analytics.
At Panasonic, we anticipate the future, innovate continuously and integrate disruptive technologies to create breakthrough solutions for our customers.

Why Panasonic?
• Deep expertise in the avionics industry
• Preferred technology partner of many industry leaders
• Legendary product quality and reliability
• Integrated solutions focused on enhancing the customer experience
• Global reach with comprehensive service and support
• A leader in 10 disruptive technologies transforming business and industry

See how we can help move your airline forward.

na.panasonic.com/us/industries/avionics