
Panasonic announces new inflight Gaming portfolio

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A screen shot of Toca Boca Kitchen

Today, [Panasonic Avionics Corporation](#) (Panasonic) launched its new inflight portfolio called Gaming.

Gaming is Panasonic's latest enhancement to its Theatre inflight entertainment solution. The company says it is designed to meet the needs of the 2.4 billion gamers worldwide by offering premium games that are created by globally recognized brands, including Toca Boca and Gameloft.

Panasonic is partnering with major gaming brands and forming relationships with developers to deliver exclusive gaming experiences that are aimed at satisfying diverse passenger interest within this enormous worldwide market.

Gaming is being launched with two market-leading partners: Toca Boca, the studio behind the popular games and digital toys for kids and families, and the action-packed Gameloft portfolio, which features a wide catalog of games across many genres. Other partnerships will be announced later this year.

By introducing Gaming to the aircraft cabin, Panasonic will enhance the passenger experience by helping airlines gain access to a new segment of passengers that are interested in new digital experiences, and offer a better cost-to-value ratio than traditional media, providing a long-lasting value on investment.

Gaston Sandoval, Vice President of Product Management and Marketing at Panasonic, says: "The introduction of Gaming is the latest step in Panasonic's journey to digitally transform the passenger experience.

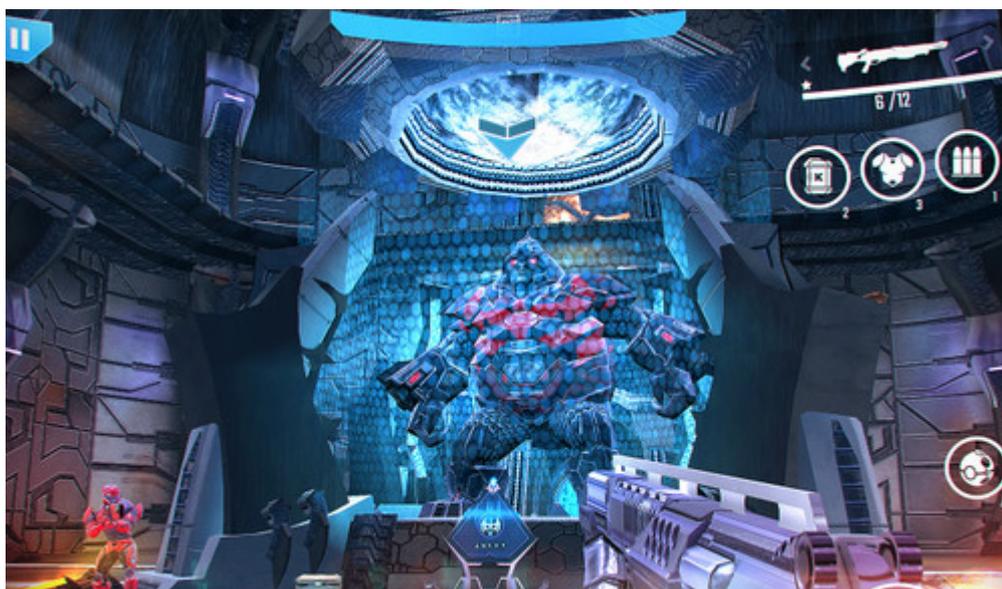
"We are strategically partnering with leading gaming brands and pairing them with our industry-

leading hardware and infrastructure, enabling us to bridge the divide between passenger expectations and airline offerings with the introduction of the next generation of gaming to aviation.

"For airlines, these innovative solutions provide a game-changing way to differentiate themselves in the market, and a unique way to drive ancillary revenue generation."

"We are thrilled at the prospect of partnering with Panasonic," says Caroline Ingeborn, President and COO of Toca Boca. "We know our high-quality, engaging content will be in good hands with Panasonic's outstanding technology, and we hope to make travel a bit more fun for families."

"We are very excited to be partnering with Panasonic to bring our games into a whole new world," stated Henry Pan, Global Business Development Director at Gameloft. "At Gameloft, we want everyone to play, and we create high quality games for all digital platforms, wherever our players are, even if it is far off the ground."



A look at N.O.V.A. Legacy