

---

# Panasonic Avionics launches eXO Overhead Inflight Entertainment System

By **Lauren Brunetti** on September, 10 2013 | Inflight Entertainment



Panasonic Avionics has announced the launch of eXO – an innovative overhead in-flight entertainment (IFE) system for narrowbody aircraft. It is designed for maximum flexibility and supports a wide variety of cabin configurations including overhead video, wireless IFE and hybrid, cabin class-specific systems.

eXO is centered around a new 4 MCU single server unit head-end that supports cabin-wide, high definition broadcast overhead video, cabin-wide near audio-on-demand, high definition AVOD in premium classes and cabin-wide wireless content to passenger devices. It has 12.1-inch retract DOMs that support HD video in widescreen format. It also features a new, smaller form factor audio passenger control unit (PCU) that offers new capabilities including capacitive touch and tactile feedback.

Paul Margis, CEO of Panasonic, stated, “eXO is the next generation of overhead IFE. It provides a low-cost, lightweight and fully integrated system that gives airlines the power to scale the system as necessary and improve the passenger experience with a significant number of industry firsts.”

eXO offers more than just overhead video and audio-on-demand. It’s designed to work seamlessly with Panasonic’s wireless network to transform the in-cabin experience into a truly unique social environment. Passengers can use their own devices to connect to your unique in-flight portal and enjoy second screen entertainment, play DJ, interact with other passengers and the system, as well as play games.

Because it uses the same backbone as other X Series systems, it supports hybrid installations such as audio/video-on-demand in the premium cabin with overhead video in the economy cabin. Further, eXO is being developed to support the A320 Universal Platform and the new B737MAX, and is even targeted to support Bombardier, Embraer, COMAC and others. Its architecture also provides a path to reconfigure the cabin in the event an airline’s route strategy changes in the future.

In addition, as part of the X Series family, eXO provides a flexible business platform for revenue generation with applications including static shopping and advertising on the overhead system as well as dynamic shopping and advertising to passenger devices if integrated as part of a wireless cabin.