

# Bundling part of new Panasonic pricing structure

[Panasonic Avionics Corporation](#) has today announced a series of Connectivity Bundles designed to help airlines maximize in-flight connectivity investment.

The new Connectivity Bundles are available to airlines looking to onboard an in-flight connectivity service for a fixed monthly fee. The goal of the bundles provide cost certainty, remove data limitations, and help airlines increase revenue generation.

“These new bundles give airlines the flexibility to build an in-flight connectivity offering to drive impact on passenger experience, customer loyalty, and operations with Panasonic Avionics’ enterprise-wide solutions,” said Hernan Abbes, Vice President, Global Sales at Panasonic Avionics. “It’s the latest way that we are leveraging our market experience and expertise to help airlines differentiate themselves from their competitors and help drive Net Promoter Score (NPS).”

Airlines looking to maximize revenue generation will benefit from a passenger payment platform that offers choice and simplifies payment options with Apple Pay and Alipay, mobile services and a team that can monitor and measure performance to further optimize the solution. The offering provides live sports and news content through Sport 24 and Sport 24 Extra, BBC, CNN, CNBC and more incremental bandwidth packages for dynamic web browsing, high-speed streaming, and more. Finally, to improve airline operations, Panasonic Avionics’ passenger portal provides access to the internet, its ZeroTouch™ capabilities enable remote software and operational updates from the cloud, and a suite of solutions such as analytics to improve forecasting, monitor usage, and business intelligence to optimize the airline’s connectivity service even further.

Each bundle comes with promotional recommendations and templates to support the airline’s on-board and off-board marketing efforts.

Abbes added, “Each of the bundles is based on airline feedback and from our experience in delivering in-flight entertainment and connectivity services to more than 300 airlines. More importantly, they offer the flexibility to airline customers who want to further enhance their offering with additional solutions including Panasonic Avionics’ Advertising, Marketplace, Destination Services, our Arc™ 3D in-flight moving map, and our Panasonic Technical Services global support team.”