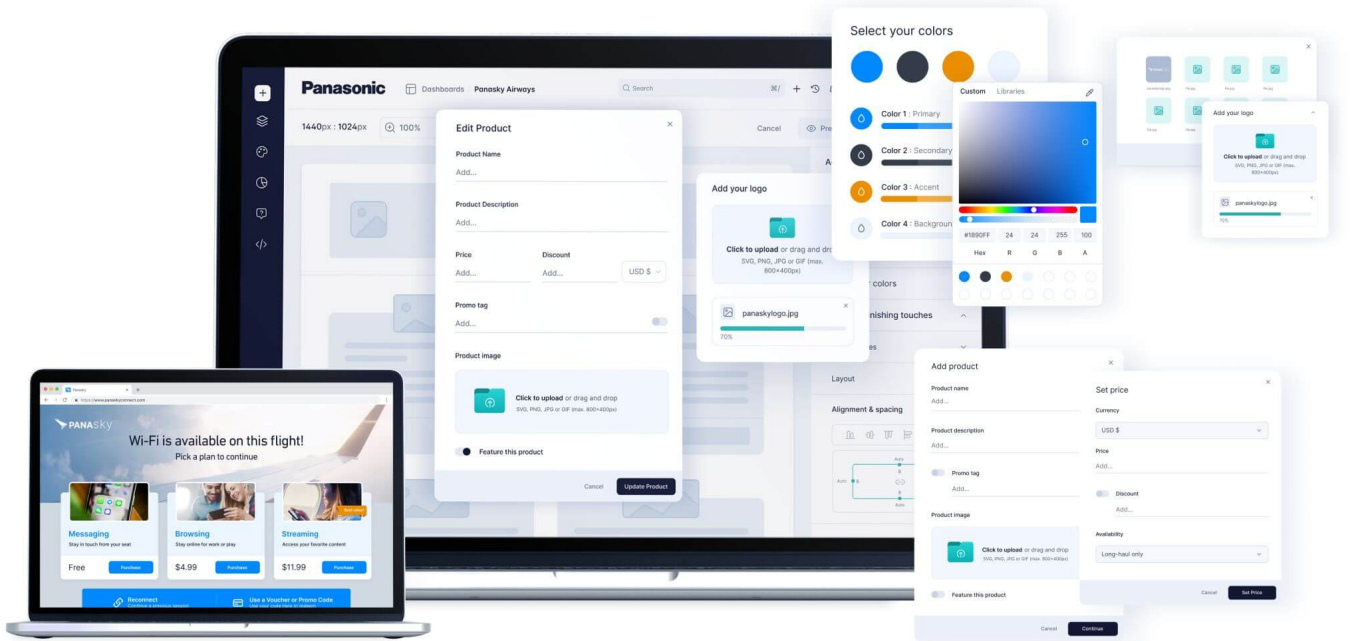


Panasonic Avionics unveils cloud-native Wi-Fi Portal platform



PAC launches its next-generation, cloud-native Wi-Fi Portal

Panasonic Avionics Corporation ([Panasonic Avionics](#)) has unveiled its cloud-native Wi-Fi Portal platform designed to give airlines complete autonomy over the inflight connectivity experience. The portal is an agnostic solution that can be implemented on mixed fleets that use multiple inflight connectivity service providers.

With Panasonic's new Wi-Fi Portal, an airline can have full autonomy to customize its portal design without a formal change request or ATP. The carrier can use self-service tools to best align its connectivity offerings with its brand identity, onboard strategy and overall commercial objectives. For example, an airline can now update content, packages, pricing and passenger entitlements, such as free or discounted Wi-Fi based on frequent flyer status or cabin class, at its own pace.

The Wi-Fi Portal is also designed to remove the typical friction passengers experience when they purchase Wi-Fi sessions during their flights. First, it takes advantage of Panasonic Avionics' partnerships with global mobile network operators and lets passengers access their Wi-Fi roaming plans directly from the airline portal at any time. It also provides an intuitive interface that makes it easier and faster for all passengers to purchase connectivity services.

By integrating with Panasonic Avionics' OneMedia platform, an airline may monetize opportunities through its portal, supporting banner advertising and video sponsorship placements by using the new tool.

It employs a suite of features to empower airlines with full control of the portal across diverse fleet types and business models, including:

- Cloud-native SaaS infrastructure for enhanced performance
- Self-service Content Management System (CMS) for effortless portal customization
- Connectivity provider-agnostic solution compatible with mixed fleets
- Robust APIs for seamless web, app and third-party portal integrations

John Wade, Vice President of Connectivity Services at Panasonic Avionics, said, “We are very excited to launch our new Wi-Fi Portal. After listening to our customers' feedback and combining it with our deep understanding of the IFEC market, we created a unique tool that gives airlines full control over their inflight connectivity offering and reflects the growth of our software design capabilities.”

He added, “We recognize how crucial it is for airlines to manage the in-flight experience, showcase their brand, implement unique pricing strategies, and have the flexibility to adjust as required. Our Wi-Fi Portal will provide this for airlines, enabling them to further enhance the passenger experience.”

More than 70 leading airlines globally have chosen Panasonic Avionics' inflight connectivity services, indicating the industry's growing demand for more robust and high-speed connectivity solutions.