

AIX issue: Engagement beyond entertainment

This is a special feature from *PAX Tech's* [May 2024 AIX issue](#), on [page 38](#).



Panasonic's Astrova in Business Class

Panasonic Avionics inflight connectivity services are powered by its global network of high-speed, high-bandwidth satellites and have been selected for IFC services by more than 70 global airlines.

PAX Tech spoke with John Wade, Vice President, Connectivity, Panasonic Avionics, about the company's recently enhanced GEO network, strong relationship with Ku satellite operators and the introduction of LEO satellites for high speed, low latency performance.

Facilitating passenger connection

With more than 70 airlines already using Panasonic's Ku-band satellite for inflight Wi-Fi, Wade says the data shows that consistency is key to passenger satisfaction with IFC.



John Wade, Vice President, Connectivity, Panasonic Avionics

"It's more important to have a reliable connection than one that worked great for a while, but then disappeared for the remainder of the flight," he explains. "Our vision is that once you step on an aircraft, you get high speed and low latency performance and a consistent experience throughout your flight.

It is the consistency, driven by low latency, that excites Wade about the introduction of LEO satellites into Panasonic's network.

"The low latency of LEO is considered a step change for inflight connectivity because it is less than 100 milliseconds. At that level of responsiveness and speed, we can now unlock new passenger experiences," he explains.

These experiences enhance the level of engagement for passengers through new entertainment avenues such as enterprise applications, live gameplay, video conferencing, VoIP communication and more.

"The airlines that we have engaged since we announced the addition of LEO into our network are excited by the performance advantages these satellites bring, and I've had several discussions with executives at airlines who now realize that latency is the real game changer," Wade reveals.

The movement toward offering inflight Wi-Fi is one that Wade says all airlines must join, or risk losing passengers. To connect with more airlines at the Aircraft Interiors Expo in Hamburg, Panasonic Avionics will be exhibiting a full suite of solutions.

"We will be combining our inflight systems, connectivity services, digital solutions and technical services into demonstrations that enable our company vision of engagement beyond entertainment," Wade says.