

# Ethiopian Airlines selects Panasonic Astrova for 777X fleet



Panasonic Avionics and Ethiopian Airlines sign agreement for Astrova IFE

Panasonic Avionics Corporation ([Panasonic Avionics](#)) has signed an agreement with [Ethiopian Airlines](#) to install its Astrova inflight entertainment (IFE) solution on the carrier's new Boeing 777X fleet.

Astrova will be line fit on the eight 777-9 aircraft that the flag carrier of Ethiopia has on order, with the first scheduled to enter service in 2028.

This deal shows Panasonic Avionics' Astrova commitment in Africa and highlights Ethiopian Airlines' long-term vision of providing a cutting-edge experience to its passengers. Astrova will transform Ethiopian Airlines' inflight experience by offering passengers a fully immersive experience. This includes 4K OLED HDR10+ screens delivering high-definition cinema-quality visuals and premium quality audio powered by Panasonic Avionics' latest Bluetooth® technology.

Each Ethiopian Airlines passenger will have access to up to 100W of USB-C direct current power at their seat, enabling fast charging in all phases of flight to fast charge mobile phones, tablets, compatible laptops, and other personal electronic devices. Panasonic Avionics' newest IFE seat-end solution also includes programmable LED lighting, designed to improve the passenger experience while enabling the airline to fine-tune the cabin environment for optimal comfort and ambiance.

Mesfin Tasew, Group Chief Executive Officer of Ethiopian Airlines, said, "Our new 777 fleet marks a significant leap in passenger experience, with innovative and engaging in-flight entertainment playing a key role. Astrova was the natural choice for Ethiopian Airlines, and we are confident it will redefine

our inflight offering for years to come.”

Hernan Abbes, Vice President of Global Sales at Panasonic Avionics, also commented: “We are excited to be supporting Ethiopian Airlines’ growth and vision, and are proud that our Astrova system will be an integral part of their new flagship fleet. Astrova is designed to provide an immersive and unparalleled inflight experience for passengers, and we believe it will help them deliver the highest standards of passenger service.”