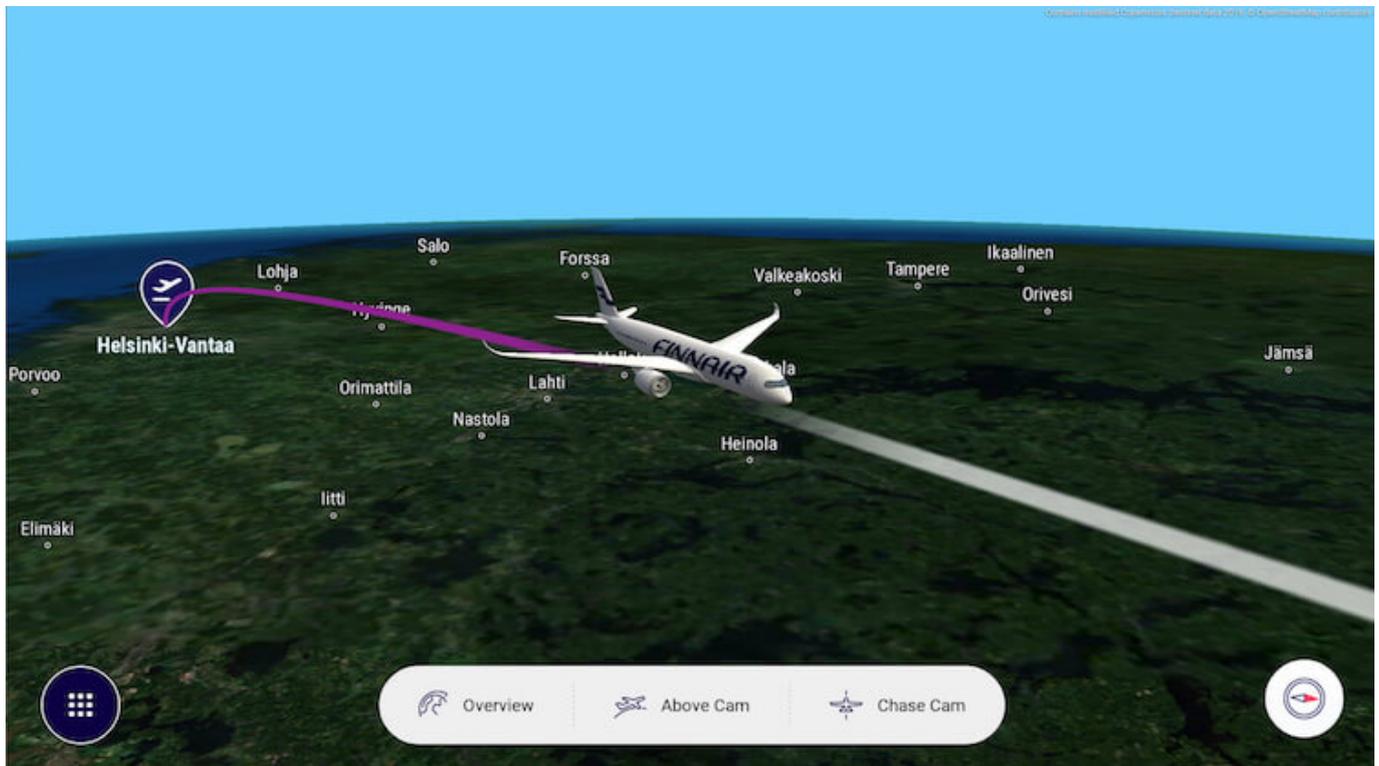


Finnair launches Panasonic's Arc inflight map in Europe



Finnair is the launch customer for Arc in Europe

[Finnair](#) has selected [Panasonic Avionics](#) to install its [Arc inflight map](#) onboard its long-haul fleet. The map will be available through Panasonic's eX3 inflight entertainment (IFE) system.

According to a [February 24 press release](#), Finnair is the launch customer for Arc in Europe.

"Arc will be installed on the airline's 19 A350-900 and eight A330-300 aircraft, with the first having entered service on February 10," said the release. "It brings a wide range of innovations to the traditional inflight map application, while expanding the concept into a fully integrated experience within the IFE and connectivity system - which is already provided by Panasonic Avionics."

Arc will be available to all passengers, in all cabin classes using Panasonic Avionics eX3 product and visible on overhead monitors and seatback screens.

Passengers will be able to choose from more than 20 distinct map views in full HD for various phases of flight, incorporating everything from 3D satellite imagery, local and global views, down to a personalized feature that allows passengers to see the aircraft's relative position to their selected map location throughout their flight.

"The moving map is an integral part of the passenger experience and Arc takes this to a whole new dimension. As the European launch customer, Finnair, with its well-deserved reputation for innovation, will be setting the standard for the in-flight map experience across this important region," said Andrew Mohr, Vice President of Digital Solutions for Panasonic Avionics.

According to the release, Arc has experienced one of the highest adoption rates of any Panasonic

Avionics service since its debut, with confirmed orders from more than 20 airlines on more than 300 aircraft.

“Finnair is striving to create a unique, differentiated IFE user experience and we are excited to take the 3D map experience to the next level with Panasonic Avionics, going beyond offering a traditional third party off-the-shelf app,” said Harri Valkama, Digital Channel Lead at Finnair, says.