

flydubai selects Panasonic Avionics Astrova IFE



(From left to right) Aziz Koseni, Head of Sales and Account Management, EMEA, Panasonic Avionics; Daniel Kerrison, Senior Vice President, flydubai; Ghaith Al Ghaith, Chief Executive Officer, flydubai; Ken Sain, Chief Executive Officer, Panasonic Avionics; Hernan Abbes, Vice President Global Sales, Panasonic Avionics; Tom Eskola, Vice President of Panasonic Technical Services, Panasonic Avionics; Ismaili Yajid, Regional Account Director, Sales and Marketing, Panasonic Avionics

Panasonic Avionics Corporation ([Panasonic Avionics](#)) has announced that its Astrova inflight entertainment (IFE) solution has been selected by [flydubai](#).

The agreement, which was announced at the Dubai Airshow, covers the 30 787-9s the airline has on order, underscoring the carrier's commitment to investing in products and technologies that enhance its customer experience on board its growing fleet.

Daniel Kerrison, SVP of Inflight Operations at flydubai said, "Choosing Panasonic's Astrova inflight entertainment system is a natural extension of our commitment to innovation and our focus on delivering an elevated customer experience. Astrova gives us the platform to offer richer content, smarter personalisation, and a more intuitive yet familiar interface that truly elevates the journey. We are excited to bring this next generation of inflight entertainment to our customers on the Boeing 787 Dreamliner when it joins our fleet."

Hernan Abbes, Vice President of Global Sales at Panasonic Avionics, said: "We are excited to support flydubai as it enhances the passenger experience across its fleet. Astrova has been designed to

deliver a fully immersive and unparalleled entertainment experience, while Converix will enable flydubai to maximize digital engagement, drive loyalty economics and improve operational efficiencies. We are proud that Panasonic Avionics' solutions will play a key role in helping one of the fastest growing airlines in the Middle East deliver the highest levels of service, comfort, and engagement to its passengers."

Astrova will elevate flydubai's inflight engagement by delivering a fully immersive experience featuring industry-leading 4K OLED HDR10+ displays that provide stunning, cinema-quality visuals and premium audio powered by Panasonic Avionics' latest Bluetooth® technology. A mix of Astrova monitor sizes will be used across flydubai's cabins, including 22 inches in Business Class.

Passengers on flydubai will also benefit from up to 67 W of USB-C power at every seat, enabling fast charging for mobile phones, tablets, compatible laptops, and other personal electronic devices throughout all phases of flight. Astrova also features programmable LED lighting, enabling flydubai to further enhance the passenger experience while tailoring the cabin environment for optimal comfort and ambience.

Converix, an open and neutral application hosting platform, will provide flydubai with a complete aircraft-wide solution for non-safety critical services. On each flydubai aircraft, Converix will support all of the inflight entertainment and connectivity (IFEC) integration, cabin and galley operations, lighting and other in-cabin applications. flydubai will also be able use the platform to monitor aircraft data, improve crew operations, manage cabin inventories and optimise aircraft maintenance.

Panasonic's digital portfolio will provide flydubai with a selection of leading industry digital services. Complemented by ZeroTouch, Panasonic Avionics' advanced content delivery automates the loading of digital content and software across the fleet, improving operational efficiencies.