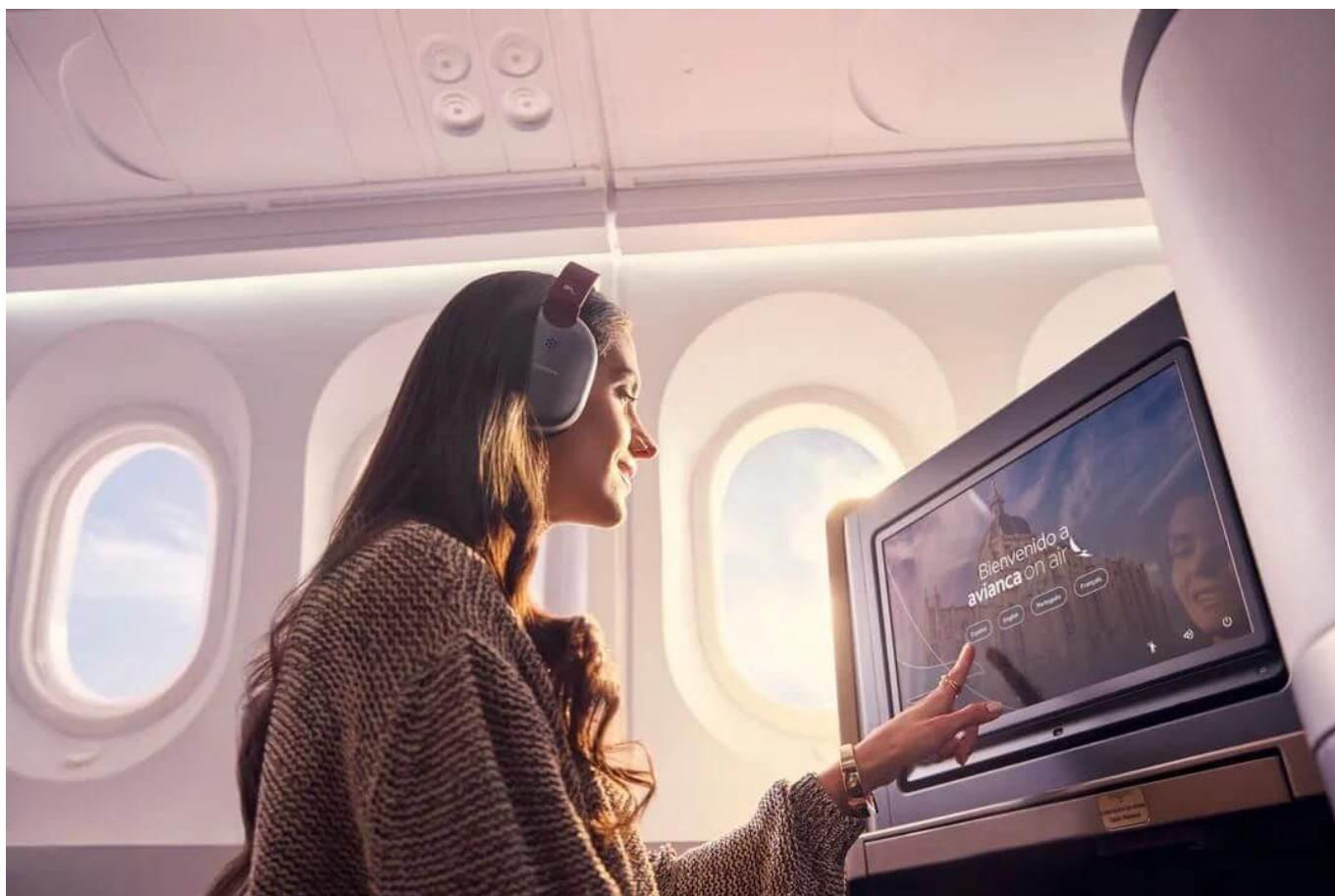


Panasonic Astrova transforms Avianca's Business Class IFE experience



Passengers flying INSIGNIA by Avianca on select routes can enjoy Astrova IFE as part of the Business Class experience

Avianca is elevating its premium offering with the evolution of INSIGNIA by Avianca, its Business Class experience on 787 flights to and from Europe and New York.

[Panasonic](#) is supporting [Avianca](#) and [Abra Group](#) in powering this long-haul journey with Astrova, its next-generation inflight engagement solution.

Hernan Abbes, SVP of Global Sales, Panasonic, said, "Congratulations to the Avianca and ABRA Group teams on this exciting milestone. We're proud to see Astrova transforming the Business Class experience with immersive 4K OLED displays, Bluetooth audio, and a premium digital experience designed around today's traveler. Collaborations like this demonstrate what's possible when innovation and customer experience come together."

Francisco Raddatz, Chief Procurement Officer at Abra Group, said, "We are incredibly excited to introduce our new Insignia product, taking another significant step forward in elevating our customers' journey. New and enhanced features, together with Panasonic's latest inflight entertainment technology—including larger 4K high-definition screens and Bluetooth connectivity—will deliver a more immersive, seamless, and personalized experience on board."