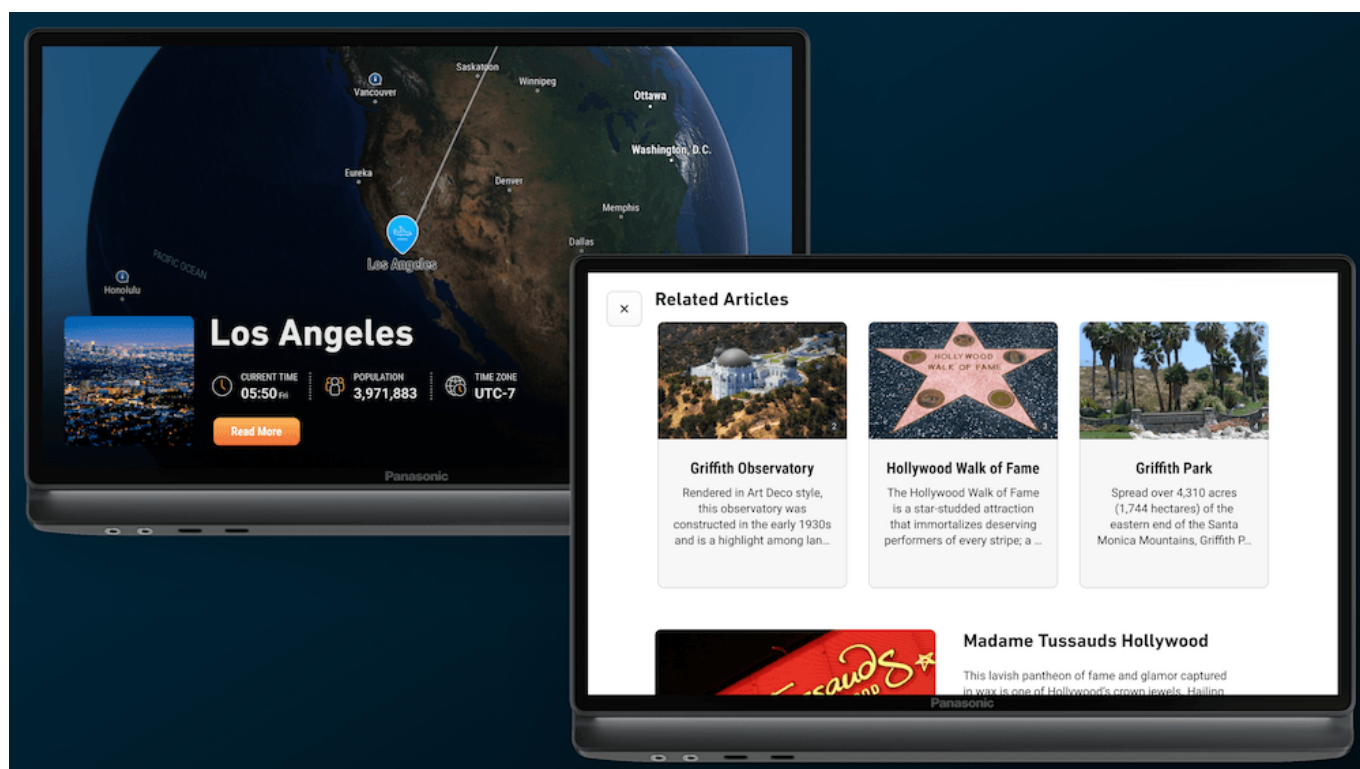


Panasonic Avionics' Arc™ surpasses 40 airline customer milestone



PAC's Arc Custom Points of Interest and Articles are set to increase engagement through richer, more relevant content that creates immersive visuals and interactive elements

Panasonic Avionics Corporation ([Panasonic Avionics](#)) has announced that more than 40 airlines worldwide have now selected its Arc™ interactive 3D moving map platform, representing more than 1,300 installed and committed aircraft.

This milestone highlights the rapid momentum behind Arc and underscores the growing role of interactive inflight maps as airlines increasingly look for innovative ways to engage passengers throughout their journey.

The Arc 3D map turns a basic flight tracking application into a cinematic experience for storytelling, engagement and brand expression, through a range of new capabilities being introduced.

New enhancements to Arc Studio - Arc's cloud-enabled editing tool - will give airlines greater control and flexibility. It will allow them to more easily manage map content, customize experiences and highlight the carrier's networks and destinations.

Custom Points of Interest and Articles will increase engagement through richer, more relevant content that creates immersive visuals and interactive elements. These new experiences mean Arc continues to elevate how passengers can explore their journeys.

Arc can also be deployed as a powerful standalone experience or integrated within Panasonic Avionics' Modular Interactive (MI) solution, bringing map-driven visualizations and utility into the broader interactive experience. When integrated, Arc enhances applications with contextual, location-aware visuals and information, creating more personalized, connected engagement.

Updates to Arc for Web Portal reinforce an omnichannel approach, bringing Arc's feature-rich and engaging user interface on seatback to mobile devices through new web 3D views.

Andrew Mohr, Vice President of Digital Solutions, Panasonic Avionics, said, "Prior to launching Arc, the market for inflight maps had become stagnant, with limited real choices for our customers. We saw the opportunity to introduce a new approach, and to stimulate a new generation of map innovation for the IFE industry."

Mohr added, "Reaching more than 40 airline customers and 1,300 committed aircraft is a major milestone for Arc, making it the most successful and widely adopted IFE application in Panasonic Avionics' history. Our team has an incredible set of new features and enhancements in the delivery pipeline that will further deliver on the potential of an immersive, branded and connected experience through map engagement."