

Panasonic Avionics celebrates Astrova's one hundredth airline program



Panasonic Avionics' Astrova has been selected by more than 30 airlines for 100 individual airline programs

Panasonic Avionics Corporation ([Panasonic Avionics](#)) has announced that its Astrova inflight entertainment (IFE) solution has been selected by more than 30 airlines for 100 individual airline programs.

Astrova, which was introduced at the [Aircraft Interiors Expo](#) in 2022, is the fastest adopted IFE solution ever introduced by Panasonic Avionics.

Airlines that have selected Astrova to date include Air Canada, Air India, Egypt Air, Emirates, Ethiopian Airlines, EVA Air, flydubai, IcelandAir, Japan Airlines, Qantas, Qatar Airways, Riyadh Air, Saudi Airlines, Turkish Airlines and United Airlines. The solution has also been recognized outside of the air transport industry as a winner of a 2023 Red Dot Award and a 2023 iF Design Award.

Andy Masson, Senior Vice President, Products and Strategy, Panasonic Avionics said, "When we started the development of Astrova, our mission was to disrupt the very industry that Panasonic Avionics helped create. Our goal was to create an environment that is an extension of a person's relationship with the airline - one that created unique, personalized experiences defined by passenger engagement and loyalty, and not merely movies streamed, or TV shows watched. The system needed to transcend the traditional role of IFE devices, harness innovation, and deliver unparalleled value for passengers and airlines alike.

"Today, Astrova underscores Panasonic Avionics' leadership in delivering unmatched in-flight engagement solutions. Astrova empowers airlines to strengthen passenger loyalty, differentiate their

brand, and unlock the cabin's potential as a digital experience platform. It provides a personalized experience tailored to passengers' unique and evolving preferences. By seamlessly blending with each airline's unique offerings, it helps transform air travel into something customizable and unforgettable."

The seat-end solution delivers a fully immersive experience featuring industry-leading 4K OLED HDR10+ displays. The screens also provide stunning, cinema-quality visuals and premium audio powered by Panasonic Avionics' latest Bluetooth®* technology.

Astrova can also deliver up to 100 W of USB-C power at every seat, enabling fast charging for mobile phones, tablets, laptops, and other personal electronic devices throughout all phases of flight. It includes programable LED lighting that further enhances the passenger experience by tailoring the cabin environment for optimal comfort and ambience.

Astrova is also designed to protect airlines' investment in IFE and allow them to keep pace with technology advances in the consumer space. Built on an open, modular platform, the monitor, peripheral bar and seatbox can all be upgraded to latest generation processors and increased memory, enabling the latest software and apps. As a result, airlines can continuously evolve their onboard experience, integrating personalization, airline branding, and digital services beyond traditional entertainment.

Masson continued, "When combined with high-speed, low latency connectivity; Panasonic Avionics' digital apps and services; and each airline's own unique product offerings, Astrova can foster deeper connections with passengers through bespoke experiences – not bespoke hardware.

"For instance, the system is backed by data-driven insights that create dynamic environments in the sky. It unlocks unique branding possibilities, marketplaces, gaming, and much, much more. Together with the entire Panasonic Avionics team, we are proud of Astrova and its unique ability to elevate airlines and give them a competitive edge in an ever-changing landscape."