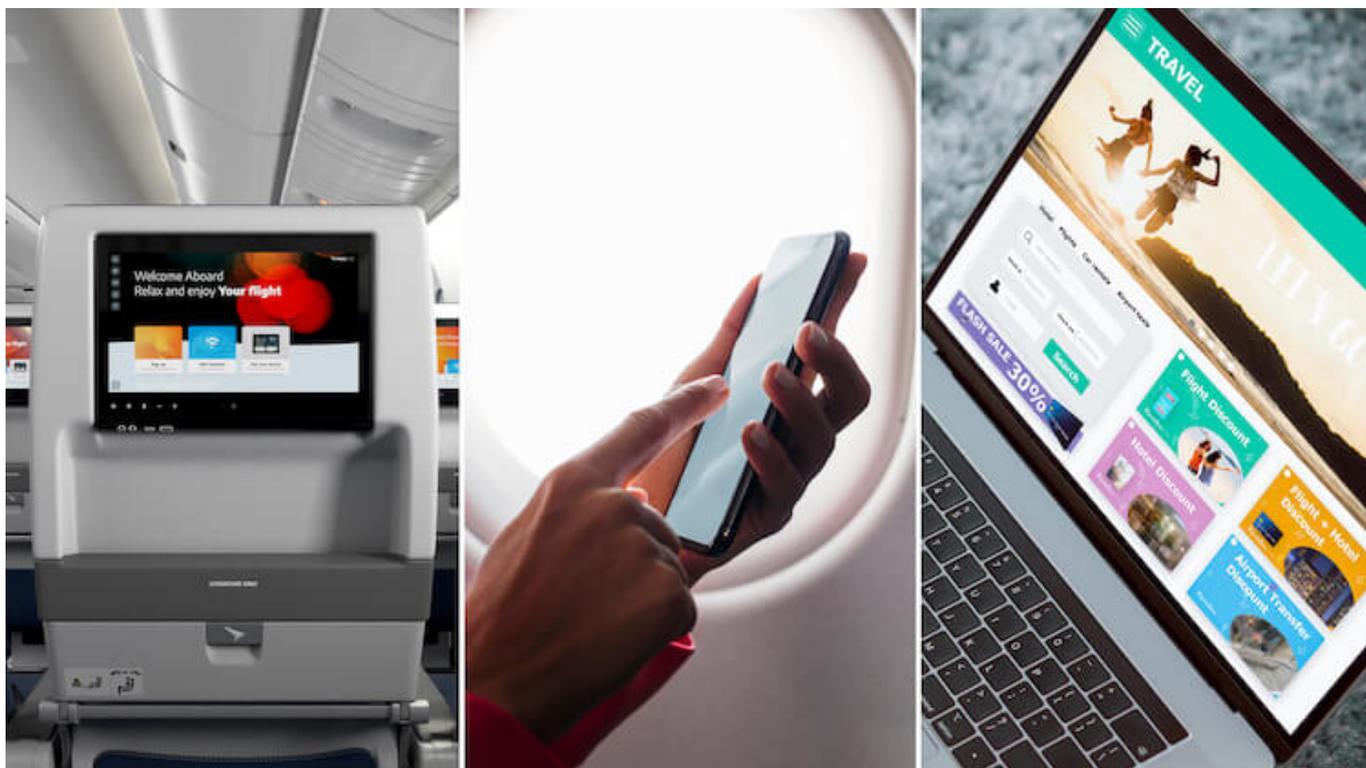


Panasonic partners with Adobe for next gen IFEC



Panasonic Avionics has partnered with Adobe to push IFEC forward by integrating Adobe Experience Cloud's content delivery, data, journey orchestration and experience intelligence capabilities into its onboard IFEC systems

Hamburg – [Panasonic Avionics Corporation](#) has announced today that it has joined forces with [Adobe](#) to advance the next generation of Inflight Entertainment and Connectivity (IFEC) through enhanced content delivery, data collection and activation, journey orchestration and experience intelligence services.

"Adobe, the global leader in enterprise software, enabling businesses to create, manage and deliver personalized customer experiences and Panasonic Avionics, the global leader in IFEC solutions, bring together their respective capabilities to drive airline loyalty (NPS), ancillary revenue, and operational efficiencies," reads the June 13 press release. "Personalization and targeted services have long defined the value of web and mobile experiences and have been hailed as the next frontier in IFEC to accelerate the customer experience. Panasonic Avionics and Adobe share the vision that airlines can drive more value out of IFEC by using data driven services to drive new revenue opportunities and increase airline NPS through service recovery," it continues.

Panasonic plans to integrate Adobe Experience Cloud's content delivery, data, journey orchestration and experience intelligence capabilities into its onboard IFEC systems to ease the distribution of content for inflight services while generating and activating on data from passengers' real-time onboard services, transactions, and in-trip experiences.

Airlines will gain behavioural insights from customers' IFEC interactions to accelerate service and enhance loyalty while connecting the in-flight experience throughout each passenger's journey.

The new partnership between Adobe and Panasonic Avionics will offer pre-integrated functionality, using new and existing airline web and mobile assets, that can be deployed quickly and securely into IFEC services. Airlines will benefit from data updates in real time and, by utilizing AI-driven insights, can deliver and activate the right passenger experience across every channel.

"The cabin experience offers enormous untapped potential to deliver new value to airlines and their passengers through IFEC. We are delighted to provide this latest evolution in the digital onboard experience," said Andrew Mohr, Vice President, Digital Solutions of Panasonic Avionics. "Pre-integrating Adobe's services will provide valuable and insightful data to airlines so they can further improve the in-flight experience for their customers."

"At Adobe, we help travel brands to personalize and scale digital experiences. Working with Panasonic Avionics, Adobe Experience Cloud transforms all airline passenger data to create actionable customer profiles, whilst ensuring privacy is respected and data is securely stored," said Julie Hoffmann, Global Head of Industry Strategy for Travel at Adobe. "Together with Panasonic Avionics, we are unlocking the value of data for airline teams, accelerating personalized experiences and services in-flight, that passengers now expect," she continued.

The capability will include Panasonic Avionics' recently introduced modular interactive capability, which will enable the ability to leverage existing airline digital assets and workflows and harmonize digital initiatives across all airline channels – web, mobile and IFEC.