

Panasonic rolls out new features for moving map

[Panasonic Avionics](#) today marked the two-year anniversary of the launch of Arc, its 3D in-flight moving map platform, by unveiling a range of new and upcoming features.

Since its debut two years ago at Aircraft Interiors Expo 2019, Arc has been ordered by 17 airlines on more than 300 aircraft.

The first new round of Arc features are Arc for Young Explorers and [OneMedia](#) integration.

Arc for Young Explorers is the first in a series of features targeted to young travelers. It takes them back in time and enables them to fly and explore the world as a Jurassic-era flying dinosaur. Points of interest are replaced by oversized dinosaurs, revealing trivia, fun facts about the prehistoric era. Bright, cheerful colors, sounds and movement fill the screen.

Arc's integration with OneMedia enables the system to act as a new medium for monetization through its alignment with Panasonic Avionics' in-flight advertising platform. It creates new advertising inventory across the wide range of Arc's map views, and tie-ins to cross-IFE advertising campaigns.

Panasonic Avionics is also in the process of rolling out the new Arc Studio map designer's tool. Arc Studio gives airlines direct control over a wide range of map features and content. It enables them to modify point of interest data and layers, map script configurations to add or modify media and promotional campaigns, along with the ability to deploy changes directly to their aircraft.

"Airline adoption of Arc has been beyond our initial expectations," said Andrew Mohr, Vice President of Digital Solutions at Panasonic Avionics. "Our airline customers have responded positively to the new value streams we're bringing to the in-flight map experience. These include sophisticated design, innovative new features, and the cross-leverage with our other in-flight entertainment and communications services, including new monetization opportunities."