

Panasonic to showcase Astrova at AIX



Panasonic Avionics' new seat-end IFE solution enhances passenger engagement and increases revenue opportunities

At AIX this year, [Panasonic Avionics](#) will showcase two of its latest solutions: Modular Interactive (MI) and Astrova. The two are designed to work together to allow airlines to maximize the return on their IFE investment and support their business goals through customized, engaging experiences.

Astrova is Panasonic Avionics' new seat-end IFE solution which "enhances passenger engagement, increases revenue and delivers operational efficiency through IFE and connectivity," a recent release said. Panasonic Avionics' approach to product and service development enables airlines to drive higher net promoter scores (NPS).

"Astrova redefines the role of the seatback as the most valuable opportunity for airlines to engage with their customers thanks to its 4K OLED screen, 3D spatial audio, USB-C laptop fast charging and programmable LED accent lighting," the release said. "Available for both single-aisle and twin-aisle body aircraft, Astrova has been designed to complement MI to increase opportunities to immerse passengers in an airline's brand experience. To help airlines meet their sustainability goals, Astrova also offers significant weight savings compared to other seat-end architectures, to help airlines reduce fuel burn to help meet the airline industry's climate goals."

MI allows airlines to turn services on or off at any time without the need for additional software. Interactives can be "changed to display customized and tailored A/B campaigns at any time thus enabling the airline to access higher levels of passenger engagement," the release said, adding that "The modular designs of Astrova and MI negate the need for costly retrofits and modifications and

allow airlines to easily upgrade their in-cabin technology and the content it provides.”

Panasonic Avionics will be on stand 4A10 at Aircraft Interiors Expo 2023.