

SAUDIA taps Panasonic for IFE



From left to right: Captain Ibrahim Koshy, CEO, SAUDIA Arabian Airlines and Ken Sain, CEO, Panasonic Avionics Corporation

[Panasonic Avionics](#) has announced an agreement with [Saudia Arabian Airlines](#) to provide its latest 4K and Bluetooth audio inflight entertainment (IFE) on its new aircraft.

Panasonic's IFE platform called [NEXT](#) will be installed on 20 A321neo and 15 A321neoXLR aircraft and is aimed at improving loyalty, revenue generation and passenger engagement. The aircraft will also feature Bluetooth audio streaming, giving passengers access to a library of premium entertainment options using their own Bluetooth-enabled headphones.

"Business Class passengers will be able to experience the full 4K experience on 16-inch screens and use wireless charging to seamlessly connect with friends, family and colleagues as soon as they reach their destination. In Economy Class, SAUDIA has selected 12-inch 4K screens, and high power USB charging at every seat," said the [November 15 press release](#).

Panasonic is already the IFE provider for SAUDIA's fleet of A320 and 787-10 aircraft, with 45 aircraft using its technology.

"We are delighted to extend our strategic partnership with Saudi Arabian Airlines by taking their passenger experience to the next level with our 4K and Bluetooth audio inflight entertainment technology," said Ken Sain, Chief Executive Officer of Panasonic Avionics. "We are very excited to broaden our relationship with SAUDIA to this new fleet of aircraft and deliver the hardware and digital services that help ensure passenger's expectations are exceeded by the best-in-class services

available today and into the future.”