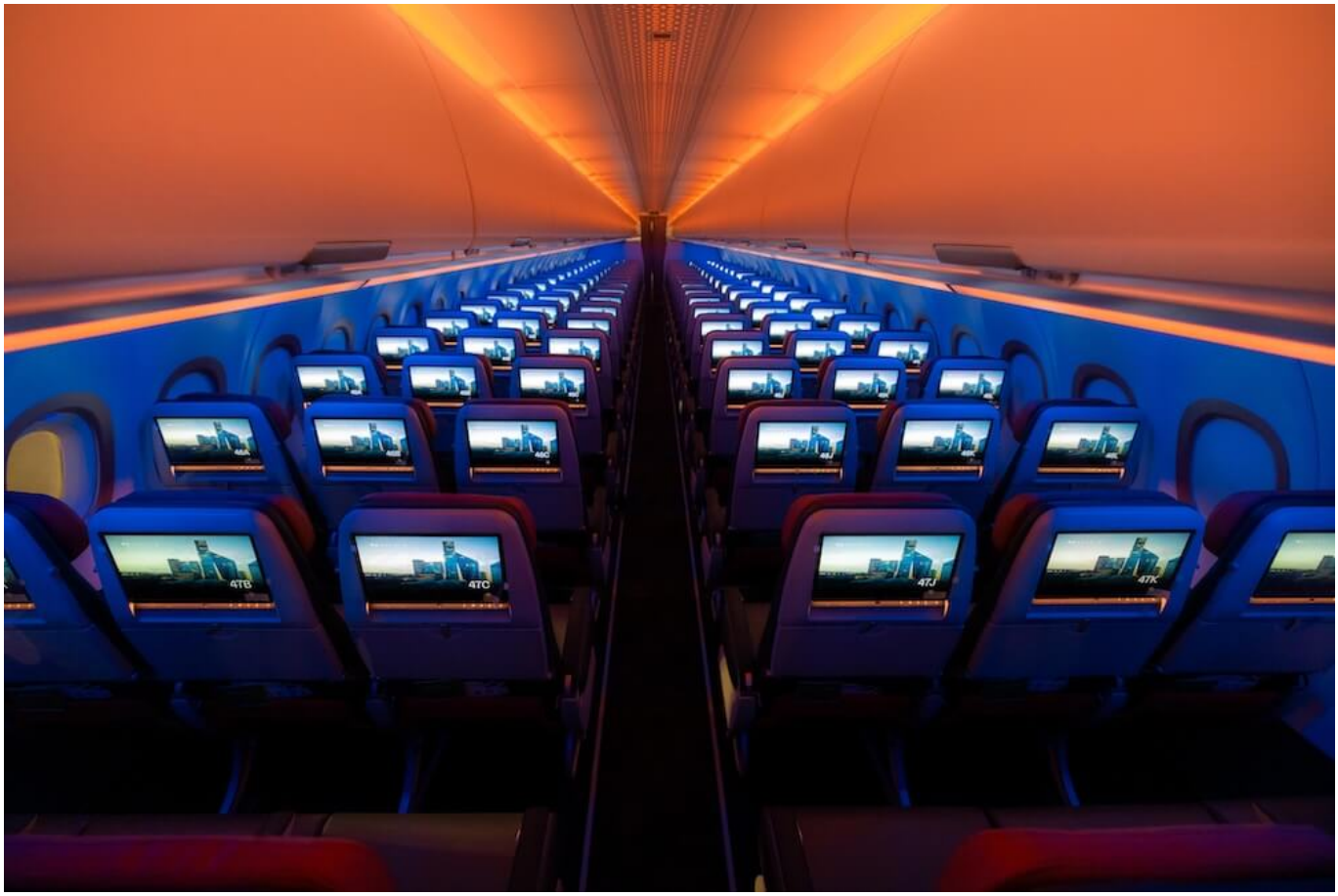
Saudia debuts Panasonic Avionics' Astrova, MI and Arc™ on A321XLR



Panasonic Avionics' Astrova IFE screens on Saudia's A321XLR aircraft

Panasonic Avionics Corporation (Panasonic Avionics) has announced that its Astrova inflight engagement (IFE) solution has taken to the skies in an A321XLR aircraft for the first time, operated by Saudia.

The program also marks the first deployment of Panasonic Avionics' Modular Interactive (MI) platform and Arc™ interactive map application in Saudi Arabia, as well as Panasonic Avionics' wider digital portfolio.

The flag carrier of the Kingdom of Saudi Arabia has selected the Astrova IFE solution, MI, and Arc for 15 A321XLR aircraft. The agreement builds on Panasonic Avionics' longstanding relationship with Saudia, including its previous commitment to retrofit Astrova across 46 of the airline's single and dual-aisle aircraft – 15 A321s, 12 A330s and 19 777s.

Passengers onboard Saudia's Astrova-equipped aircraft will benefit from a fully immersive IFE experience featuring 4K OLED HDR10+ displays, spatial audio powered by Panasonic Avionics' latest Bluetooth® technology and intuitive passenger engagement capabilities designed to deliver a next-generation onboard experience.

Each seat additionally features up to 67W of USB-C direct current power, enabling fast charging for mobile phones, tablets, compatible laptops and other personal electronic devices throughout all

phases of flight. Panasonic Avionics' latest IFE solution also includes programmable LED lighting, allowing Saudia to tailor its cabin ambience and elevate onboard comfort throughout the journey.

Panasonic Avionics' MI platform provides Saudia with a highly customizable suite of enterprise tools that can extend its branding throughout the IFE experience while enabling deeper passenger engagement. At the core of the platform is MI Studio, a full-featured interactive design tool that will allow Saudia to rapidly deploy seasonal updates, promotional campaigns, loyalty experiences and tailored content across the seatback interface.

Saudia passengers will also experience Panasonic Avionics' Arc 3D moving map application, which combines visuals, dynamic real-time data and immersive storytelling to transform the moving map into a fully interactive onboard engagement experience. Designed to increase engagement throughout the journey, Arc enables airlines to showcase destinations, points of interest and branded content through a highly intuitive interface.

Aziz Koseni, Head of Sales for Europe, the Middle East and Africa, Panasonic Avionics, said, "We are delighted to see our award-winning Astrova solution, MI, and Arc enter service onboard the A321XLR for the first time, and especially with our longstanding customer, Saudia. This latest deployment reflects the airline's continued investment in delivering a guest experience that aligns with its ambitious growth strategy and vision for the future of travel."

Hernan Abbes, Senior Vice President of Global Sales, Panasonic Avionics added, "Astrova, MI, and Arc have been designed to give airlines greater flexibility and to evolve and enhance the onboard experience over time. Working together, Saudia and Panasonic Avionics are revolutionizing inflight engagement by providing guests with an immersive and highly personalized entertainment environment."

Rossen Dimitrov, Chief Guest Experience Officer, Saudia, said, "We continue to reimagine the guest journey at Saudia through every detail of the onboard experience. With the introduction of Panasonic Avionics' Astrova system, Modular Interactive platform and Arc™ 3D moving map on our A321XLR, we are taking the next step in the evolution of our BEYOND inflight entertainment experience. This technology allows us to bring richer storytelling, greater personalization and a more immersive digital journey to our guests, while supporting Saudia's broader investment in a more seamless, modern and authentically Saudi travel experience."