
Singapore Airlines and Panasonic Avionics sign connectivity pact

By **Melissa Silva** on February, 26 2014 | Inflight Entertainment



Singapore Airlines has signed a memorandum of understanding (MOU) with Panasonic Avionics Corporation to leverage its Global Communications Services.

With the signing of the MOU, the two companies will look at using Panasonic's Global Communications Services to streamline operations across key areas including:

- Tie broadband-equipped aircraft into the airline operations network to improve aircraft location monitoring and view aircraft speed, altitude and other performance parameters in real time
- Deliver real-time aircraft health monitoring, engine data transmission, critical systems monitoring, and detection and communication of issues prior to arrival
- Increase cabin crew and flight deck efficiency with live customer relations management, electronic flight bag, operations and maintenance air to ground communications, and real-time information about icing, turbulence and other critical weather updates
- Enhance the passenger experience with greater levels of personalization, more robust infotainment

Panasonic's global connectivity service offers higher bandwidth for a lower cost per bit than previous solutions using VHF or L-band services, thus offering new opportunities to improve airline operations and reduce expenses.



"Connectivity has the potential to change the airline industry in the same way the internet changed the way business is done everywhere on the ground," said Paul Margis, President and Chief Executive Officer for Panasonic Avionics Corporation. "We salute Singapore Airlines for recognizing the

enormous value a truly connected aircraft can bring to their operations.”

Panasonic and Singapore Airlines also announced a long-term Power By The Hour Maintenance Contract covering the maintenance, repair and support of Panasonic IFE equipment from now until 2024. The Singapore-based Panasonic and SIAEC Joint Venture, Panasonic Avionics Corporation Services Singapore (PACSS), will play a central role in the execution of this agreement.