
First Panasonic Innovation Studio pegged for Silicon Valley

By **Rick Lundstrom** on April, 26 2018 | Partnerships, Collaborations & Acquisitions



Panasonic Avionics has begun the process to establish new Innovation Studios at key centers of the world.

Panasonic plans to set up five Innovation Studios, each in close proximity to major destinations, leading universities and centers with an established innovation and start-up culture. The first Panasonic innovation studio will be in Silicon Valley and will open by the end this year.

“With a renewed focus on broader consultative engagements with its customers, Panasonic’s new Innovation Studios will serve as hubs for innovation, ideation, and solution-building,” said a release from the company.

The Studios will also serve as primary locations for airline workshops conducted by Panasonic’s digital design consultancy, [Tactel](#). Acquired by Panasonic in 2015, Tactel has helped Panasonic customers get the maximum value from their inflight entertainment and connectivity (IFEC) investments.

At the centers the company and its customers can collaborate and leverage its workforce and regionally relevant partners to ideate, prototype, showcase and evaluate product concepts, digital solutions and user experience paradigms.

“Innovation has always been at the heart of Panasonic Avionics and our customers have rightly come to expect it as standard,” said David Bartlett, Chief Technology Officer at Panasonic Avionics.

“Our new Innovation Studios will leverage our cloud-based infrastructure to foster an ethos of collaboration, strengthening our partner eco-system and with it, the range of value-added services we can offer our airline customers.”

“The Studios will ensure we can deliver greater customer-facing innovation by rapidly developing new concepts that will enhance the business and pleasure of flying.”