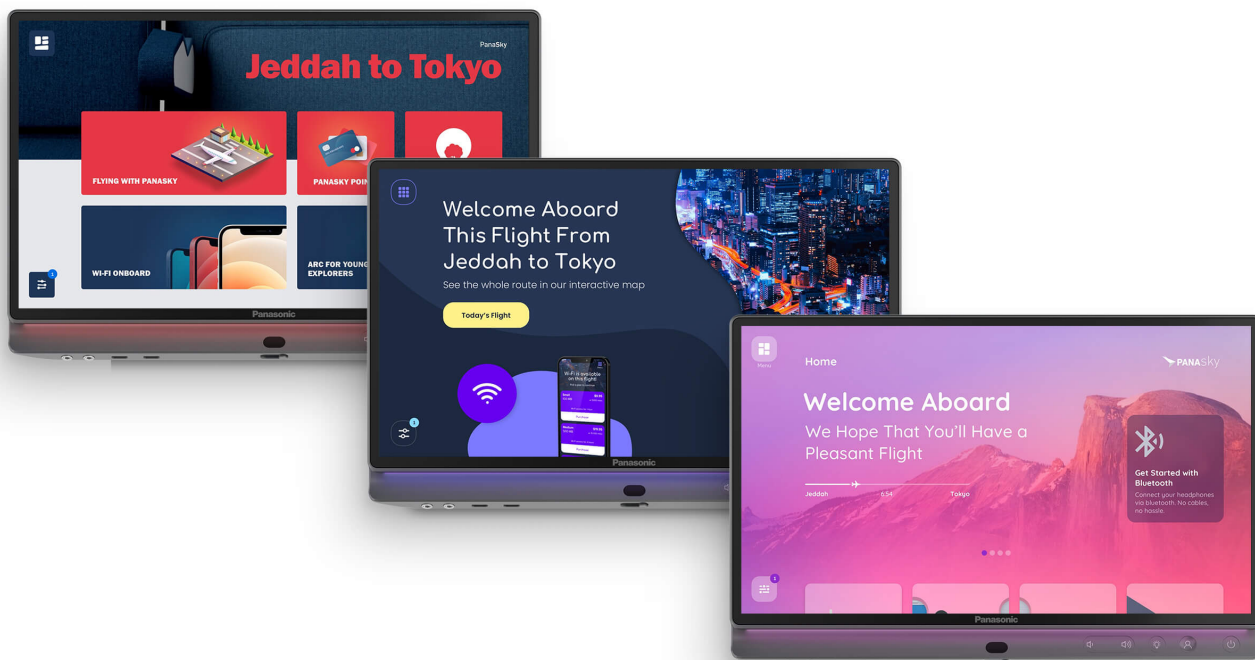


Panasonic adds digital solutions and moving map features



Modular Interactive (MI) will be available on all Panasonic seatback platforms

[Panasonic Avionics](#) last week announced the launch of its all-in-one digital solutions platform, Modular Interactive (MI) and a new range of features for its in-flight map platform, Arc.

Both products were featured prominently at the APEX Expo in Long Beach.

MI features a fully integrated IFE interactive design and publishing tool that enables airlines to create unique, easy-to-implement seatback interactives in new ways.

MI is designed to address the needs of airlines looking to extend their brand using economically sophisticated or fully custom-built IFE interactives that appeal to digitally savvy travelers. Its modular design gives airlines the ability to integrate and scale required software builds. By personalizing the seatback experience, airlines are able to speak directly to passengers and reflect different loyalty schemes, flight themes, locations, and promotional offers by tier, airline route, or cabin class.

Because MI is pre-tested and pre-integrated, it allows airlines to onboard and begin using the product significantly faster than other solutions. Further updates can be implemented instantly and remotely, without the need for ATPs, making the system even more operationally efficient for the airline.

The solution is compatible with Panasonic Avionics' eX3 and NEXT series systems, making it easy for airlines with Panasonic-equipped IFE to onboard and upgrade to MI. MI will be a part of the Company's recently launched [Astrova](#) seatback system and will be available in the summer of 2023.

“With Modular Interactive, airlines are given the freedom to turn on or off services and change interactive layouts at any time and without additional software deployment. Airlines can assess higher levels of passenger engagement by simultaneously changing its interactive to display customized and tailored A/B testing campaigns.” said Andrew Mohr, Vice President, Digital Solutions for Panasonic Avionics. “Once paired with Panasonic Avionics’ suite of solutions, airlines are able to access a full suite of revenue opportunities focused on improving passenger satisfaction, driving airline loyalty and increasing net promoter score.”

The company’s Arc v2.0 release features live data capabilities and new tools that give users control of their map experience.

Arc v2.0 delivers advanced map design in a connected environment, and fully leverages the technology of Panasonic Avionics’ NEXT and its recently launched [Astrova](#) in-flight entertainment systems.

First unveiled in 2019, Arc is Panasonic Avionics’ 3D integrated moving map application and has been ordered by 25 airlines.

New Arc features announced last week were:

Arc Weather: regularly updated weather data, presented both globally and specific to the flight’s destination, as well as other locations of the passenger’s choice. Arc Weather is the first of many live, data-enabled features and map content layers that will become available in future releases.

Arc Studio: extend the flexibility and longevity of the map with this web-based designer’s tool to update and manage map data such as place names, landmarks, or points of interest. Future capabilities include authoring and deploying new templates for map content and views

Information for Islamic passengers: an updated Mecca pointer, and relevant timings for each day during Ramadan.

Enhanced city guides: incorporate new design elements into points of interest and create custom articles to drive destination engagement and bolster partnerships.