

## **Avianca Chooses Panasonic IFE for new Narrowbody Fleet**

Written by Australian Business  
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ANAHEIM, California, September 10, 2013 /PRNewswire/ --

Avianca, a leading airline in Latin America, has selected Panasonic Avionics' eX1 IFE system for its new fleet of Airbus A320 family aircraft.

eX1, the most advanced IFE system for single-aisle aircraft, will be installed on 28 of Avianca's new narrowbody fleet.

It will feature Hi-Definition (HD) screens throughout each aircraft, with 11 inch energy-efficient, lightweight Eco monitors in Business Class with touch-screen handsets, and 9 inch Eco monitors in Economy Class. Power outlets will also be installed at every Business Class seat and in every Economy Class row.

Paul Margis, President and Chief Executive Officer of Panasonic Avionics, says: "Panasonic Avionics has a long history of working with Avianca and we are delighted to be working with them again on a new narrowbody IFE experience."

Like Avianca, we are committed to delighting passengers with the world's most advanced IFE systems, and with eX1, we will help truly enhance their in-flight entertainment experience."

eX1 has a proven, uncompromising, industrial design and offers passengers an easy-to-use interface that is designed for an optimal viewing experience, and is backed by the industry's largest library of games, audio, video and more.

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"Avianca's A320 interiors have been completely redesigned under the airline's new brand image, offering passengers a renewed and improved onboard experience. We chose Panasonic to continue our work together striving to deliver a world class service to our customers," said Estuardo Ortiz, COO of Avianca.

### About Panasonic Avionics Corporation

Panasonic Avionics Corporation is the world's leading supplier of in-flight entertainment and communication systems. The company's best-in-class solutions, supported by professional maintenance services, fully integrate with the cabin enabling airlines to deliver the ultimate travel experiences with a rich variety of entertainment choices, resulting in improved quality communication systems and solutions, reduced time-to-market and lower overall costs.

Established in 1979, Panasonic Avionics Corporation, a U.S. corporation, is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation. Headquartered in Lake Forest, California with over 3,100 employees and operations in 80 locations worldwide, it serves over 200 customers worldwide and provides IFEC systems on over 3,700 aircraft. For additional information, please visit <http://www.panasonic.aero>

### About Avianca

Avianca is the commercial brand that represents the joint efforts of the airlines integrated in Avianca Holdings S.A., specializing in air cargo and passenger transportation. With an exceptional workforce of over 18,000 employees committed to providing a world class service, along with its modern fleet of 155 short, medium, and long haul airplanes; the airline serves 100 direct destinations in 25 countries throughout the American and European continents. Its loyalty program, LifeMiles, offers a wide range of benefits and travel options to its more than 5 million registered members. Throughout the year 2012 Avianca transported 24 million passengers. For more information please visit [avianca.com](http://avianca.com) or follow us on Facebook.com/[aviancafanpage](https://www.facebook.com/aviancafanpage) or Twitter @Avianca\_com.

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