

Press Information
September 15, 2014

DesignworksUSA partners with Panasonic Avionics to create flexible In-Flight Entertainment experience.

Los Angeles...BMW Group Design DesignworksUSA, a subsidiary of BMW Group and creative consultancy, partnered with Panasonic Avionics to design a next-generation user interface template for X Series in-flight entertainment (IFE) systems using Panasonic's eXcite2 interactive creation tool. eXcite2 offers airlines a templated format for their IFE system interactive that can be customized for an individual airline's unique branding and content. This flexible and sophisticated IFE collaboration will be revealed at the Airline Passenger Experience Association (APEX) Expo on September 15, 2014 in Anaheim, CA.

Panasonic Avionics asked DesignworksUSA to collaborate because of their strong history in interface design and ability to create premium interactions. The design challenge was to create a template that was flexible enough to work with varied airline environments while still retaining an elegant and sophisticated user experience. eXcite2 offers airlines a cost-effective, out of the box solution with great flexibility in branding and service options. The user interface was designed specifically to adapt to multiple brands. It provides a powerful set of tools that allow an airline to customize both the aesthetics and functionality of the graphical user interface. An airline manufacturer can customize the service experience expanding the revenue generating options with advertising, food and beverage, as well as duty free shopping. Overall, the new user interface provides a customizable and quick to market solution that enhances an airline's brand.

BMW Group
DesignworksUSA
2201 Corporate Center Drive
Newbury Park, CA
91320

Telephone
805.499.9590

designworksusa.com

"DesignworksUSA's deep knowledge in interface design and branding helped contribute to the successful collaboration with Panasonic Avionics," said Laurenz Schaffer, President, BMW Group DesignworksUSA. "We understood how to create a system that maximizes individualized application for different airlines while emphasizing each airline's unique brand attributes."



In the event of inquiries please contact:

BMW Group DesignworksUSA

Jackie Jones, Manager, Marketing & Communications

BMW Group DesignworksUSA

Tel.: (805) 376-6253, Fax: (805) 499-9650

E-Mail: jackie.jones@designworksusa.com

About BMW Group DesignworksUSA

BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for over forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, and Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future.

Website: www.designworksusa.com

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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 www.panasonic.aero